

DOWNTOWN

Rochester, Minnesota

Position/Title:	Events and Marketing Intern
Positions Available:	Four (4)
Start Date:	May 16, 2023
End Date:	August 25, 2023 (negotiable based on school schedules)
Hours:	Not to exceed 25 hours per week *Approx. 8 hours per Thursday dedicated to Thursdays Downtown, plus three office days
Report to:	Event Manager
Location:	Downtown Rochester, Minnesota
Compensation:	\$3,500 stipend

Rochester Downtown Alliance (RDA) mission:

To create, enhance, and promote a downtown experience that is welcoming, fun, inviting, and livable.

Organization overview:

The Rochester Downtown Alliance (RDA) is a Minnesota nonprofit corporation comprised of a broad range of people, including property owners, business leaders, the city of Rochester, and others with a direct stake in enhanced business and economic development in the downtown district. The RDA also interacts closely with the public, including residents and visitors. The RDA works collaboratively to build a vibrant downtown community and believes that a strong core positively impacts the greater city of Rochester. The RDA brings downtown to life through events, activation, and advocacy.

The RDA's values are:

- We're the Downtown Experts - Downtown Rochester is our focus. Everything we do, we have Downtown in mind, constantly providing events, programs and services that meet our vision.
- Build it Together - Create and maintain an environment where we are better off collectively than we are individually.
- Strive for Excellence - We are dedicated to excellence. Our quest embraces creativity, innovation, and hard work. We pride ourselves on being accessible and approachable to everyone. Our No. 1 priority is the quality of our events, programs, and services.
- Be Passionate - We bring passion and a positive attitude to all we do.
- Have Fun - We have fun with everything we do.

Position summary

Thursdays Downtown (Split shift: 7 a.m. to 10 p.m. Thursdays June 15 through August 17)

Thursdays Downtown is a weekly outdoor market of more than 115 art, craft and food vendors and live entertainment every Thursday throughout the summer.

Responsibilities include:

- Prepare and send weekly vendor emails
- Update the online interactive market map weekly with vendor changes
- Assist with entertainment including communication with the bands each week
- Create event signage
- Chalk vendor layouts
- Assist with vendor load-in
- Fulfill cup orders on site from restaurant/bar vendors
- Execute on-stage announcements before lunchtime entertainment and evening performances
- Keep the event site clean throughout the day through cleaning tables and picking up trash
- Staff RDA tent as needed
- Assist with vendor load-out
- Take photos and video for social media of event as needed
- Take crowds photos to determine attendance
- Monitor RDA events email inbox and respond as appropriate
- Collect sponsorship collateral to assist with event recaps
- Enter event survey data online through Survey Monkey and add to e-newsletter subscribe button on our website
- Work collaboratively with the Director of Content & Communications for additional projects
- Other related tasks as assigned

Fresh Air Fitness (every Monday, Wednesday and Saturday May 15 through September 16)

Fresh Air Fitness are outdoor fitness classes featuring yoga and barre in Central Park.

Responsibilities include:

- Assist with instructor communication
- Meet instructors onsite and make sure they have what they need
- Gather supplies and marketing materials for RDA tent
- Keep fitness schedule updated on RDA website
- Set up PA system and do sound check / connect with production
- Manage event RSVP system
- Communicate with onsite partners prior to and during event
- Take photos and video for social media of event as needed
- Enter event survey data online through Survey Monkey and add to e-newsletter subscribe button on our website
- Other related tasks as assigned

Roller Disco (September 22-23)

Roller Disco is an inclusive event that brings an outdoor roller rink to downtown and features free skate rentals, disco vibes, and more themed fun

Responsibilities include:

- Help RDA events staff brainstorm and pre-plan themed activities during event
- Update vendor handbooks and contracts
- Update vendor load-in and load-out procedure documents
- Monitor RDA events email inbox and respond as appropriate
- Work collaboratively with the director of content & communications for additional projects
- Other related tasks as assigned

Dogs Downtown (October 14)

Dogs Downtown is a family-friendly event focused on canines and their humans.

Responsibilities include:

- Help RDA events staff brainstorm and pre-plan themed activities during event
- Update vendor handbooks and contracts
- Update vendor load-in and load-out procedure documents
- Monitor RDA events email inbox and respond as appropriate
- Work collaboratively with the director of content & communications for additional projects
- Other related tasks as assigned

Marketing and programs assistance

Events and marketing interns may be asked to fulfill marketing and programs tasks and duties as they relate to specific events and general marketing of the Rochester Downtown Alliance.

Responsibilities include:

- Enter events into community calendar event
- Maintain Peace Plaza poster stands
- Create program surveys for attendees, partners, vendors, and other audiences
- Assist with social media as needed
- General marketing tasks as assigned
- Audit website and stakeholder database to keep up to date (training provided)
- Work collaboratively with the marketing and communications staff for additional projects
- Other related tasks as assigned

Position expectations:

- Must be at least 18 years of age
- Must be able to lift up to 50 pounds
- Must be able to stand for long periods of time without a break
- Must understand technology and computer programs including Microsoft Office
- Must possess strong written communication skills
- Comfortable speaking in front of large crowds
- Arrive on time to all scheduled office hours and event days
- Be professional and represent the RDA in a positive way
- Communicate any changes in work schedule in a timely manner with RDA staff
- Be courteous to vendors, businesses, staff, and event attendees in person, through email, and over the phone
- Help answer main line phone calls
- Have fun while fulfilling these duties

To apply:

Email cover letter and resume to Kanika Couchene at kcouchene@downtownrochestermn.com. Please include "2023 events and marketing internship" as the subject. Closing date for applications: March 31, 2023.