



Rochester Downtown Alliance

Job Description: Community Engagement Manager

Company Overview:

The Rochester Downtown Alliance (RDA) is a Minnesota nonprofit corporation comprised of a broad range of people—representing property owners, business leaders, the city and others with a direct stake in enhanced business and economic development conditions in the downtown district. It also interacts closely with the public – residents and visitors.

RDA works together to build a vibrant downtown community, and believes that a strong core positively impacts the greater city of Rochester. The RDA's purpose is to provide benefits, opportunities and support for downtown Rochester. The RDA's vision is to bring downtown to life through events, activation and advocacy. Finally, 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 of 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 #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.



Community Engagement Manager Position Responsibilities:

Management of current Core Events:

- SocialICE
- Ladies Night Out
- Movies in the Park
- Thursdays on First & 3rd
- Sidewalk Sale
- Dogs Downtown
- STYLE on the Plaza
- Fall Fest
- Small Business Saturday

Lead the creation of new events including the following elements:

- Idea creation
- Idea exploration and feasibility study
- Budget planning
- Event Planning
- Event Execution

Management of the current Core Events includes but is not limited to:

- Negotiate and manage contracts and oversee event support logistics
- Vendor relations - registration, placement and on-site management for over 130 vendors and service providers
- Manage 2 summer event interns
- Collaborate with the Marketing Manager to promote all events
- Coordinate with the Program Manager to secure volunteers and event staff
- Create planning timelines and production schedules to help staff stay on schedule with managing their involvement with events
- Assist in the planning and execution of event marketing

Assist the Executive Director with identification and facilitation of Partnering Businesses/Organizations, including cash and in-kind sponsors:

- Serve as the secondary face for the RDA to the public - must be comfortable with high visibility in public and with media interviews
- Update partnership agreements annually
- Ensure sponsor benefits are met pre-event, during event, and post-event
- Create event recap packets that include key data such as marketing reach, attendance, and event details
- Network and create/foster relationships with key stakeholders and community organizations



Job Qualifications:

- Bachelor's degree in a related field (business administration, non-profit management, public relations, project management marketing & communications, or other applicable emphasis)
- 3-5 years related experience in event planning, project management or non-profit management
- An expressed interest and skill in project management
- Desire to connect with various stakeholders (businesses and community)
- Strong written and verbal communication skills
- Highly organized and detail oriented
- Ability to envision project outcomes
- Ability to work positively with others in a demanding, fast-paced environment
- Self-motivated, empathetic, creative, forward thinker open to creating new strategies to enhance the Rochester Downtown Alliance and downtown Rochester
- Must be able to anticipate project needs, discern work priorities, and meet deadlines with little supervision
- Be willing to work occasional evenings and weekends
- Must be able to lift up to 50lbs

Updated: December 21, 2016