

# DOWNTOWN

## Rochester, Minnesota

<b>Position/Title:</b>	Events & Marketing Intern
<b>Positions Available:</b>	2
<b>Start Date:</b>	May 20, 2019
<b>End Date:</b>	August 29, 2019
<b>Hours:</b>	Approximately 30 hours per week <b>*Approx. 15 hours per Thursday dedicated to Thursdays on First &amp; 3<sup>rd</sup>, plus three 7-hour days</b>
<b>Report to:</b>	Director of Events & Strategic Partnerships
<b>Location:</b>	Downtown Rochester, MN
<b>Compensation:</b>	\$3,500 stipend

### Company 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.

### 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 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 #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 on First & 3<sup>rd</sup> (TOF) Event Operations (Thursdays, June 6-August 29, 7am-10pm, \*except July 4)**

Thursdays on First & 3<sup>rd</sup> Summer Market & Music Festival is a weekly outdoor market of over 115 art, craft and food vendors and live entertainment every Thursday throughout the summer.

#### **Responsibilities Include:**

- Create effective social media campaigns for TOF
- Assist with blog creation and social media posts
- Assist with entertainment including communication with the bands each week
- Create event signage
- Chalk vendor booth spaces on the Peace Plaza
- Touch up fading chalked booth areas on 1<sup>st</sup> Avenue
- Assist with Vendor Load-In
- Fulfill cup orders on site from restaurant/bar vendors
- Execute on stage announcements before Lunchtime Entertainment and Evening Performances
- Create and organize TOF meal vouchers for band members each week
- Keep the event site clean throughout the day through cleaning tables and picking up trash
  
- Assist with vendor load-Out

- Collect sponsorship collateral to assist with event recaps
- Enter event survey data online through Survey Monkey and our website
- Work collaboratively with the Director of Marketing & Design for additional projects
- Other duties as assigned

### **Movies in the Park (June 15, July 20 & August 17, September 21 5:30pm-11:30pm)**

Movies in the Park takes place on select Saturday evenings in the summer & is located in Central Park.

#### **Responsibilities Include:**

- Work with production team to setup the movie screen and equipment
- Create and update the pre-movie slideshow
- Give welcoming announcements to attendees
- Remain on site for the duration of the movie to troubleshoot any issues
- Take down the movie screen and equipment
- Clean up trash after the event
- Other duties as assigned

### **Dogs Downtown (August 3, 9am-6pm)**

Dogs Downtown is a canine-centric event that has activities, performances, games, and giveaways for four-legged friends and their humans.

#### **Responsibilities Include:**

- Assist with setup of the event site
- Make on stage announcements
- Create event signage
- Be on site to answer questions and to ensure a smooth event execution
- Ensure all trash has been picked up after the event
- Other duties as assigned

### **Marketing & Placemaking Assistance**

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

#### **Responsibilities Include:**

- Poster distribution
- Downtown Rochester website tasks (training provided)
- Community Calendar Event Entry
- Gathering media coverage
- Peace Plaza poster stands maintenance and monitoring overall condition of Peace Plaza
- Social Media assistance
- General Marketing tasks as assigned
- Stakeholder audit projects, website audit, weekly blogs, and related tasks
- Placemaking Marketing and alley activation maintenance 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 possess an understanding of technology & 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 and over the phone
- Have fun while fulfilling these duties

#### **To Apply**

Email cover letter, resume, and writing sample to Meghann Southwick at [msouthwick@rdowntownalliance.com](mailto:msouthwick@rdowntownalliance.com). Please include "2019 Events & Marketing Internship" in the subject line.

