

DOWNTOWN

Rochester, Minnesota

Position/Title:	Events & Marketing Intern
Positions Available:	2
Start Date:	May 20, 2019
End Date:	August 29, 2019
Hours:	Approximately 30 hours per week *Approx. 15 hours per Thursday dedicated to Thursdays on First & 3rd, plus three 7-hour days
Report to:	Director of Events & Strategic Partnerships
Location:	Downtown Rochester, MN
Compensation:	\$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 & 3rd (TOF) Event Operations (Thursdays, June 6-August 29, 7am-10pm, *except July 4)

Thursdays on First & 3rd 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 1st 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. Please include "2019 Events & Marketing Internship" in the subject line.

