



Rochester Downtown Alliance

Job Description: Director of Events & Strategic Partnerships

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 that 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.



Director of Events & Strategic Partnerships Position Responsibilities:

Management of current Core Events:

- SocialICE and FAM JAM
- Ladies Night Out
- Movies in the Park
- Thursdays Downtown
- Sidewalk Sale
- Dogs Downtown
- Fall Fest
- Here Comes Santa Claus

Lead the creation of new events through:

- Idea generation
- Idea exploration and feasibility study
- Budget planning
- Event planning
- Event execution

Management of the current Core Events, including but not limited to:

- Solicit, build, and maintain financial partnerships for events
- Negotiate and manage contracts
- Oversee event support logistics
- Manage vendor relations, including registration, placement, and on-site management for over 130 vendors during Thursdays and other core events
- Manage on-going communication efforts with all vendors, partners, and the public for all events
- Manage two summer event interns, event volunteers, and ambassadors
- Create planning timelines and production schedules to help staff stay on schedule with managing their involvement in events
- Assist in the planning and strategy for event marketing

Identify and facilitate partnerships with businesses and organizations, including cash and in-kind sponsors:

- Serve as a spokesperson for the RDA to the public – must be comfortable with high visibility in public and with media interviews
- Maintain/update partnership agreements
- Ensure sponsor benefits are met pre-event, during event, and post-event
- Provide information for event recap packets including key data such as marketing reach, attendance, and event details

Stakeholder Business Relations:

- Network and create/foster relationships with stakeholder businesses



Job Qualifications:

- Bachelor's degree in a related field or equivalent event planning and development experience
- 3-5 years related experience in event planning, project management, or non-profit management
- 1-2 years of fundraising or development experience
- An expressed interest and skill in project management
- Must be futuristic and able to plan for future events while managing current events
- Highly organized
- Detail-oriented
- Able to adapt quickly to change
- Ability to envision project outcomes
- Desire to connect with various stakeholders (businesses and community)
- Strong written and verbal communication skills
- 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 evenings and weekends
- Must be able to lift up to 50 pounds

Updated: March 26, 2019