

## Activation Coordinator

### ORGANIZATION SUMMARY:

The mission of DID is to *preserve and enhance a vital and attractive downtown Minneapolis for the people who invest in, work, shop, visit and live here*. The Mpls Downtown Improvement District (DID) is a business funded non-profit that leads and collaborates to make downtown safer, cleaner and greener. We convene people across sectors and jurisdictions to work on downtown issues, develop innovative solutions to complex public space challenges and operate the downtown ambassador program.

### POSITION SUMMARY:

The Activation Coordinator will primarily assist the Director of Nicollet Activation with the planning, implementation and evaluation of DID's our nationally recognized Nicollet Mall public space activation and placemaking program (2019 IDA Pinnacle Award). The DID is seeking an energetic, responsible, upbeat and outgoing individual with strong people skills and a deep knowledge of downtown communities and the public spaces people share. The work will focus primarily on public space activation on Nicollet Mall, the city's central transit and pedestrian corridor, which includes placemaking (events, pop-up activities, games, street performance, etc.), community engagement and events coordination (tabling, outreach, media documentation, DID Nicollet office outreach), data collection and analysis, administrative support, and stakeholder engagement, etc.

**JOB TITLE:** Activation Coordinator

**SALARY:** DOQ

**SUPERVISOR:** Director of Nicollet Activation

**LOCATION:** Downtown Minneapolis

**TYPE:** 40 hrs/week

**START DATE:** March 2, 2020

The DID and mdc are equal employment opportunity employers and do not discriminate against employees or job applicants on the basis of race, religion, color, sex, age, national origin, disability, sexual orientation, marital, family, veteran status or any other status or condition protected by applicable state or federal laws. The DID and mdc are committed to recruiting and hiring qualified individuals without regard to protected status and encourage minorities, women, individuals with disabilities and veterans to apply for open positions.

DID's administrative services (offices spaces, systems, staff, etc.) are provided to DID via a services agreement with the mpls downtown council (the "mdc"). This position will be an employee of the mdc serving to implement the DID. The mdc shares the same primary mission for downtown Mpls.

### PRIMARY DUTIES AND RESPONSIBILITIES:

1. Placemaking and activation program development and support – Assist with the development, coordination and deployment of the Nicollet Activation Framework and related placemaking activities. Ideate and implement activation solutions that address public space challenges. Deploy, setup, service and tear down a variety of activities in the downtown area in support of the framework, including pop-up events, street and outdoor performance programs, craft and farmers markets, street games, as well as other tactical urbanism strategies. Assist with the evaluation and fine tuning of activation strategies to achieve optimal program outcomes. Report deployment, livability, safety and engagement issues as they arise, and fine tune deployment as needed and in consultation with Director of Activation. Assist with the guidance and education of temporary staff and interns as directed. Maintain inventory of activation gear, games and equipment, including conditions, repair and replacement needs, etc.

2. External activation coordination – Serve as the first contact for external activation requests (i.e. sampling, engagement, walk, parades, etc.), and follow up on requests under advisement from Director of Activation and Stakeholder Operations Manager. Attend routine city permitting meetings and track requests to ensure that all DID staff are aware of proposed activities and have time and opportunity to advise on feasibility, location, operational details, city approvals, etc.
3. Maintain the Nicollet events database, calendar and website – Using Planning Pod, Word Press and other necessary technology and tools, ensure that all Nicollet events are properly entered into both internal management and external communications tools. Help refine our internal tracking strategies to ensure all required permits and processes are sought and followed. Help support social media and web communications teams by preparing content and collecting and sharing information for promoting activities.
4. Community and partner outreach, engagement and events– Participate in strategy development, engagement planning, materials prep, set-up and tear down, as well as tabling at events (working with the public), and documentation (photos).
5. Administrative support and data collection – Coordinate data evaluation efforts, including data collection, compiling and analysis that supports proper activation evaluation. Draft and develop field reports for interventions, activations and events, conduct pedestrian counts, or other data collection (i.e. mobile seating deployment and analysis), and other general research.
6. Coordinate activation related stakeholder engagement – Help support and sustain partner, city and other stakeholder relationships by attending stakeholder events and planning meetings, providing note taking and synthesizing next steps and tasks for the team. Seek out and advise DID staff on opportunities for alignment and coordination with DID activation, operations, livability, safety and other program efforts.

## **QUALIFICATIONS**

1. Strong understanding of public space activation challenges, including strategies and tactics for activation, techniques for problems spaces, design solutions, and the values and interests of downtown populations.
2. Experience working with diverse populations and communities.
3. Ability to safely move, lift and assemble up to 50 lbs. of gear, signage, recreational and other equipment.
4. Ability to push a wheeled cart full of street gear/games/furniture (up to 250 lbs.)
5. Minimum four-year College Degree in a related field (i.e., urban studies, community development, community engagement, community health, sociology, cultural studies, anthropology, marketing, business, fine or liberal arts, design, landscape design, architecture, media, etc.)

## **CORE COMPETENCIES**

1. Excellent customer service, human relations, and interpersonal skills.
2. Commitment to a high degree of customer service.
3. Ability to contribute genuinely to team efforts and respond respectfully to leadership guidance.
4. Strong time management and project coordination skills.
5. Effective written and oral communication skills.
6. Basic skills in MS Office applications; particularly Excel, Word and PowerPoint.
7. Basic equipment maintenance and/or handyperson skills a plus.

## **TO APPLY**

Please send a cover letter and resume to [hr@mplsdowntown.com](mailto:hr@mplsdowntown.com). Note, this is an entry level position that includes benefits, but not relocation fees.