

## Placemaking and Public Space Manager

### Position Summary:

The Rochester Downtown Alliance (RDA) is seeking a creative, collaborative person to manage programs that enhance downtown Rochester's physical environment and daily experience. The placemaking and public space manager will have the opportunity to flex both their creative and pragmatic skills in this role and will be rewarded with visible results from their efforts.

The placemaking and public space manager will work closely with community members and colleagues to make downtown Rochester, Minnesota into the kind of place people talk about, post about, feel welcome in, and want to invest in.

### Primary responsibilities include:

- Manage RDA's work in downtown Rochester's public realm to create safe, clean, beautiful, and compelling public spaces that appeal to a variety of users.
  - Manage RDA's public space improvement projects including but not limited to outdoor furniture, enhanced horticulture, and lighting. Spaces of interest may include Peace Plaza, Central Park, Mayo Park, and downtown's riverfront.
  - Develop, execute, and evaluate creative placemaking projects including murals, art installations, and vacant storefront activations.
  - Establish and nurture excellent relationships with key collaborators including private property owners and businesses, the City of Rochester, Mayo Clinic, and Destination Medical Center. Represent RDA at related community meetings and focus groups.
  - Support the City of Rochester in executing public-private projects in the public realm including outdoor dining patio extensions and design-related ordinances.
  - Develop and maintain financial partnerships to support placemaking work.
  - Work closely with RDA's marketing and communications team to ensure that each placemaking and public space program is well-marketed and pitched to media.
  - Stay abreast of best practices and new trends in this field.
  - Staff and guide RDA's Space and Place Committee.
  - Manage RDA's public space data collection work, including web cam and pedestrian counters.
  
- Clean & Safe Ambassador Program Management
  - Serve as chief point of contact for RDA's Clean and Safe Ambassador Program, which is operated by an outside vendor.
    - Serve as day-to-day liaison between clean and safe ambassador vendor, RDA, program partners, and downtown stakeholders.
    - Ensure that program issues are quickly resolved, identify and prioritize special projects, and research trainings and improvement opportunities.
    - Work with marketing and communications team to promote the program and demonstrate value to stakeholders, partners, and the public.
    - Manage annual ambassador evaluation process.

- Public Space Rentals and Programming
  - RDA manages Peace Plaza as a rental venue on behalf of the City of Rochester. In coming years, RDA may seek to expand this rental partnership to additional public spaces downtown.
    - Manage all aspects of Peace Plaza event rental, from inquiry to execution, providing excellent customer service throughout.
    - Explore and develop potential rental programs for additional areas downtown.
    - Perform targeted outreach to ensure communities across Rochester feel welcome in these spaces.
    - Create and execute smaller programs in public spaces downtown (Ex: Games on the Grass).
  
- Grant and Design Assistance
  - Manage downtown’s Façade Improvement Grant Program on behalf of the City of Rochester
  - Manage Sidewalk Café Extension or other TBD grant programs on behalf of the City of Rochester
  - Develop and manage “Design Walks” to identify opportunities for improvements to downtown Rochester’s public realm.

The RDA is a small, cross-functional team in which collaboration and clear communication are keys to success. We are seeking a team member who understands respect, humor, and setting and meeting expectations keep us all moving forward successfully.

### **Skills and Experience**

- Bachelor’s degree in a related field (art, design, marketing, architecture, urban planning or design, park management, or other applicable emphasis)
- Two (2) to five (5) years professional experience
- Proven track record of developing, executing, and evaluating projects with multiple partners and stakeholders
- *Preferred:* Demonstrated graphic design experience. Proficient with Adobe Creative Suite, basic web design, and social media platforms
- An expressed love for downtown revitalization and/or public space design
- Self-motivated, empathetic, creative, forward thinker open to creating new strategies that provide a sense of place and a lively downtown experience
- Strong written and verbal communication skills
- Highly organized and detail oriented
- Able to anticipate project needs, discern work priorities, and meet deadlines with little supervision
- Willing to work occasional evenings and weekends. All RDA staff support major events
- Able to lift up to 50 lbs

Job Type: Full time

To apply, send the following to Holly Masek, RDA Executive Director, at [hmasek@downtownrochestermn.com](mailto:hmasek@downtownrochestermn.com)

- Cover letter
- Resume
- Three professional references
- Design portfolio or placemaking portfolio examples if available (maximum five pages)
- Example of one placemaking project applicant would like to execute in Rochester.

### 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 No. 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.