

Nicollet Market Coordinator

This is a contract position for the 2021 market season (May through October)

\$15,000 flat rate, approximately 32 hours/week

Starting asap (market opening date is tentatively June 3).

Be a part of making downtown Minneapolis a more inviting and inclusive space for all by working with the **Mpls Farmers Market**, the **Nicollet Makers Market** and the Mpls DID to coordinate **Market Thursdays**, a joint effort this year to present the best combined food and craft shopping experience downtown. We are co-presenting these two established markets on Thursday mornings through afternoon, and adding a variety of exciting and fun activities and entertainment to attract customers and create a welcoming downtown experience. The market will focus on drawing from the 50,000 people who call downtown Minneapolis home, as well as the returning downtown workforce.

Key Responsibilities

Coordinating the Nicollet Makers Market vendors for Market Thursdays, including:

- Serving as principal point of contact for all participating makers, including emailing, selecting and booking makers for market days
- Communicating with makers about market day logistics (equipment requirements, load in/out, parking, stall placement, etc.)
- Recruiting additional makers that represent the depth and variety of Twin Cities' cultural communities
- Distributing and collecting any necessary maker agreements
- Tracking and reporting on maker attendance, late/no shows, stall fees incurred, vendor sales and other relevant data
- Ensuring all vendors are appropriately completing sales tax forms
- Collaborating with Farmers Market organizers on a wide range of market logistics to support a successful season
- Coordinating market load-in and out and other aspects of market day-of operations
- Assisting with adaptation of market layout and maker stall placements throughout the season for the mutual benefit of all
- Communicating with parking provider to ensure appropriate billing
- Exploring fall CSA opportunity in partnership with Farmers Market
- Coordinating with DID Activation Team on integrating engaging activities into Market Thursdays (performance, games, concerts, other activities)

- Collecting materials, imagery, product samples, bios, photos of the market and makers in action for marketing and promotions purposes
- Providing input on market promotional strategies for marketing teams
- Posting day-of-market images and live content to social media

Required Skills and Strengths

- Appreciation of the urban environment and the wide variety of people who live, work, play, worship and hang out there
- Ability to manage events and problem solve with empathy and creativity
- Mobility sufficient to coordinate a six-block market on city streets and sidewalks
- Willingness to pitch in, assist vendors with setup, tear down, restroom breaks, etc.
- Expertise with on street market logistics, street safety and traffic control
- Understanding of routine promotions strategies, including social media
- Adaptability to respond to changing conditions and adjust operations accordingly
- Acceptance of need to practice Covid-19 safe practices that may exceed current state or city guidelines (i.e., masking, distancing, etc.)
- Strong verbal and written communication skills

Please forward brief statement of interest and CV to:

Lisa Middag

Director of Nicollet Activation

612-656-3828 | lmiddag@mplsdid.com