

**Midtown Global Market (MGM)  
Events & Tours Coordinator**

**TITLE:** Events & Tours Coordinator  
**KEY FOCUS:** Events & Tours at the Midtown Global Market  
**START DATE:** April 1, 2019  
**POSITION:** Full-time  
**SUPERVISOR:** Director of Midtown Global Market

**Organization Overview:**

The Neighborhood Development Center (NDC) is a non-profit, community development financial institution providing integrated business services so that entrepreneurs can start and grow businesses that enrich their economic and social fabric and revitalize neighborhood economies. NDC is a thriving organization with 32 employees and an ever-expanding mission to provide more services in more neighborhoods.

The Midtown Global Market is a year-round indoor public market, local small business incubator, “town square” for the Phillips and other South Minneapolis neighborhoods, and an award-winning destination for both local and national visitors. The Midtown Global Market is co-owned by two local nonprofits, the Neighborhood Development Center (NDC) and the Cultural Wellness Center (CWC), who work with the small, diverse business owners in the Market as they launch and grow their businesses

**Manage Events and Tours**

Schedule and prepare calendar of events at least 3 months in advance. Share calendar with NDC's Marketing Coordinator for publishing at least one month before publishing date.

1. Schedule all music/performance acts for events. Prepare and execute contracts in a timely manner. Ensure NDC Accounting has copies of the contracts. Share events with NDC's Marketing Coordinator for promotion.
2. Coordinate MGM's main events. Conduct outreach to increase attendance, prepare and execute agreements, develop programs for events (ex: children's events), and be onsite to lead staff, and volunteers. Work with MGM's Property Manager to ensure the set-up and take down are scheduled as well as arrangements for extra security (if needed), cleaning and parking.
3. Develop and coordinate existing and new theme-focused events (e.g. Bollywood; Chinese New Year)
4. Managing budget for events; ensure event expenses do not exceed budget amount.
5. Prepare a recap of each event detailing successes, challenges and lessons learned. Deliver recap to MGM's Market Direct, NDC's Director of Fundraising and Communications, and Executive Vice President.
6. In the absence of the Property Manager, assist when needed, in scheduling of MGM conference room(s).
7. Create an outreach/promotion plan for new groups to experience tours. Work with NDC's Marketing Coordinator to promote tours.
8. Schedule and arrange tours and experiences for professional groups, schools and welcoming (tourism) groups. Prepare and deliver invoices, collect payments, and coordinate volunteers.
9. Follow up with groups for feedback to be shared with staff.
10. Prepare monthly schedules of revenues and expenses related to tours.

### **Communication**

1. Work closely with NDC's Marketing and Communication team; attend scheduled team meetings.
2. Update the content monthly tenant newsletter and send to NDC's Marketing Coordinator to be created in its appropriate format for distribution. Ensure the Property Manager receives it in a timely manner for distribution.
3. Update content for the monthly MGM Newsletter and send to NDC's Marketing Coordinator to be created in its appropriate format for distribution. Ensure the Property Manager receives it in a timely manner for distribution to tenants.

### **Relationship Building**

1. Cultivate and manage new and external relationships (Meet Minneapolis, neighborhood organizations) and develop partnerships.
2. Manage media release requests to ensure the best brand representation.
3. Ensure that marketing and promotional material are correct and current for sharing with partners.
4. Represent MGM at community events.
5. Research and report on external happenings/events that may impact the MGM.

### **Qualifications**

1. High energy, positive, "can-do" attitude, flexibility, teamwork, and attention to detail; high degree of initiative.
2. Experience with event planning and organizing.
3. Demonstrated ability to think strategically and logistically.
4. Strong partnership-building and community relations skills.
5. Good computer skills and knowledge of fundraising software programs
6. A Bachelor's Degree in business, non-profit management, marketing or related fields is preferred.
7. Bi-lingual in Spanish, Hmong, Somali or Oromo a plus.

### **To apply**

Send resume and cover letter to:

HR Department  
Neighborhood Development Center  
663 University Ave., Suite 200,  
St. Paul, MN 55104.  
Or email to [HR@ndc-mn.org](mailto:HR@ndc-mn.org).