



CITY OF AVON PARK JOB DESCRIPTION

JOB TITLE:

CRA Communications and Project Coordinator

EXEMPT:	No	DIVISION:	CRA
SALARY:	(Grade/step) 999/99 \$44,000	DEPARTMENT:	CRA
SHIFT:	Days	COST CENTER:	
LOCATION:	City Hall	POSITION:	CRA Communications and Project Coordinator
REPORTS TO:	City Manager		
PREPARED BY:	City Manager	DATE:	9-30-2022
APPROVED BY:	CRA Board	DATE:	9-30-2022

NATURE OF WORK:

Under the general direction of city administration, this position serves as the communications, public relations, marketing, and project coordinator for the Main Street and Southside Community Redevelopment Areas. This position coordinates education, information, and awareness to internal and external stakeholders for the City of Avon Park Community Redevelopment Agency (CRA). Administers and manages projects and programs in support of short-range plans, goals, and objectives per the approved redevelopment plans. Is responsible for tasks involving the coordination of public relations efforts and project coordination for the Main Street and Southside community redevelopment areas. This is a highly visible position with responsibilities involving frequent community engagement and outreach, as a liaison to property owners, businesses, organizations and local governments.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Oversees the marketing of CRA programs, projects, and activities for the city's Main Street and Southside community redevelopment areas.
- Prepares the CRA Advisory Board and CRA Board Agendas and Agenda Packets.
- Responsible for all CRA Façade Grants, Demolition Grants, and Event Grant applications from initiation to conclusion.
- Handles customer (citizen) relations related to the CRA by telephone, walk-in and email.
- Responsible for keeping records and filings specific to CRA projects and special programs.
- Prepares the annual CRA Annual Report.
- Ensures the CRA's website is updated, as required by Florida Statutes, Chapter 189
- Collaborates communications, marketing, and public relations to align with the CRA plans.

- Provides communications, marketing, and public relations in support for the community redevelopment areas. Works with the city clerk to disseminate news, events, and achievements through the city's Website and Facebook.
- Develops and maintains positive working relationships with CRA Advisory Board, CRA Board, City Administration, property owners, businesses, organizations, and local government.
- The coordination, development, production, and dissemination of informational material and marketing collateral, which may include graphics/digital items and print material such as brochures, flyers, etc.
- Manage special projects as assigned.
- Represents the CRA and provides coverage at community events to promote CRA projects, programs, events, etc.
- Monitors local, state and Federal legislation and regulations relating to community redevelopment areas, and reports findings, trends and recommendations.
- Assists with the CRA's annual budget development.
- Assists with projects and programs related to the beautification of neighborhoods (the elimination of slum and blight) while engaging with the community.
- Promotes the City of Avon Park as business-friendly.
- Performs additional CRA duties as assigned.

QUALIFICATIONS AND REQUIREMENTS:

- Must possess and maintain a valid state of Florida Driver's License
- Required to attend all CRA Advisory Board and CRA Board meetings

OTHER KNOWLEDGE, SKILLS, AND ABILITIES:

- Thorough fundamental knowledge of Florida Redevelopment Laws, specifically Florida Statutes, Chapter 163. Section III, Community Redevelopment, and Florida Statutes, Chapter 189, pertaining to CRA Websites.
- Ability to communicate effectively, both orally and in writing.
- Ability to plan, organize, and implement projects.
- Ability to assemble and analyze information and make written reports and records concisely, clearly and effectively.

EDUCATION and EXPERIENCE:

Graduation from a regionally accredited college or university with a bachelor's degree in business administration, public administration, urban planning, marketing, or a closely related field and at least two (2) years of work-related experience in community development, planning, economic/business development, or related field; **OR** an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities.

PHYSICAL DEMANDS:

- Requires work that involves walking, standing and driving; exerting up to 10 pounds of force on a recurring basis and routine keyboard operations. Some job duties are performed in an office environment, while other duties are performed out in the community.
- The job requires normal visual acuity, field of vision, hearing, speaking, color perception, sense of taste, sense of smell, depth perception and texture perception.

Employment Applications for the City of Avon Park must be filled out in entirety.

Applications are located at:
<https://www.avonpark.city/jobs>

The City of Avon Park is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, ethnicity, disability, genetic information, marital status, or status as a protected veteran.

Preference will be given to preference-eligible veterans in accordance with applicable law.

The City of Avon Park is a drug-free workplace.