



CITY OF CLEARWATER
invites applications for the position of:

CRA Public Relations & Program Manager

SALARY: \$63,496.19 - \$104,438.54 Annually

OPENING DATE: 08/09/18

CLOSING DATE: 09/06/18 11:59 PM

POSITION DESCRIPTION:

Target salary \$65,000 - \$75,000; negotiable, depending on qualifications

The City of Clearwater is seeking a professional public relations and project manager with experience in Community Redevelopment programs and projects.

An employee in this classification applies professional skills and knowledge to a variety of areas that involve work of a difficult and responsible nature in the management, development, administration and implementation of Community Redevelopment Agency plans, programs and projects. Creates and executes public relations strategies, marketing campaigns and stakeholder engagement programs to implement the Downtown Redevelopment Plan and Downtown Development Board plans, build a positive brand for the CRA district and implement special projects as needed, under the direction of the CRA Director.

DUTIES AND RESPONSIBILITIES:

Work involves responsibility for planning, developing, reviewing, and coordinating the implementation of Community Redevelopment Agency public relations strategies and stakeholder engagement programs identified in the 2018 Clearwater Downtown Redevelopment plan. Work is politically sensitive, independent and highly technical requiring expertise in public relations, marketing, community engagement and a knowledge of urban planning. Work requires considerable attention to detail and assertively coordinating multiple projects simultaneously. Work is performed with wide latitude for exercising independent judgment, discretion and initiative. Work is reviewed through conferences, reports, observation, and evaluation of results achieved based upon an assessment of the overall success of assigned projects by the Director.

Coordinates the work of assigned project team members from various City departments, including employees at all organizational levels. Coordinates and reviews the work of consultants retained to assist in the implementation of designated projects. Leads the development of an editorial calendar for the CRA. Builds relationships with local and national media sources. Develops and oversees budgets and requests for proposals as well as develops objectives, action plans and long-range plans. Responsible for the creation and execution of targeted PR and marketing campaigns that will attract new businesses and residents to Downtown. Develops and implements programming for Station Square, the Mercado, Second Century Studios and other CRA platforms. Develops a communications plans for Imagine Clearwater as it intersects with the CRA, the public arts program and other types of events to attract investment in the CRA area. Acts as a spokesperson for the CRA and the City requiring the ability to understand the political ramifications of communications for high profile projects. Significant interaction with elected officials, the City Manager's office and the Downtown business community. Collaborates with the Business Assistance Manager, Public Communications department, Economic Development and Housing and the Parks and Recreation Department to achieve communications goals.

MINIMUM QUALIFICATIONS:

Graduation from an accredited four (4) year college or university with a Bachelor's Degree in Business or Public Administration, Marketing/Communications, Urban Planning, Journalism, English or a related field. Graduate degree from an accredited college or university in the areas of Business, Public Administration, Communications or a related field. Six (6) years of professional level experience working in the areas of public relations, communications, marketing and program management. Any equivalent combination of education, training and experience.

The City of Clearwater is Equal Opportunity Employer
APPLICATIONS MAY BE FILED ONLINE AT:
<http://www.myclearwater.com>
100 South Myrtle Avenue
Clearwater, FL 33756
727-562-4870 x0
humresweb@myclearwater.com

Position #2018-00122
CRA PUBLIC RELATIONS & PROGRAM MANAGER
CS

CRA Public Relations & Program Manager Supplemental Questionnaire

* 1. What is your highest level of education?

- ☐ Masters Degree or higher
- ☐ Bachelors Degree
- ☐ Associates Degree
- ☐ High School or GED
- ☐ Less than HS

* 2. How many years of relevant work experience do you possess for this specific position?

- ☐ No relevant experience
- ☐ 1 year of experience
- ☐ More than 1 but less than 2 years
- ☐ More than 2 but less than 4 years
- ☐ More than 4 but less than 6 years
- ☐ More than 6 but less than 8 years
- ☐ More than 8 but less than 10 years
- ☐ More than 10 years of relevant experience

* Required Question