*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

**Downtown Coordinator**

**Department:**  **Community Redevelopment Agency (CRA)**

**FLSA Status:**  **Exempt**

**JOB SUMMARY**

The Sebring Community Redevelopment Agency (CRA) administers an economic development program pursuant to chapter 163, Part III, Florida Statutes, whose mission is to attract reinvestment into a very diverse target area comprised of properties located in the heart of the original central business district of the City of Sebring. The CRA works closely with the City and other community organizations, with the goal of increasing the tax base within the district by encouraging private investment, creating an aesthetically pleasing atmosphere, and enticing a diverse mix of professional, retail and residential opportunities.

**GENERAL DESCRIPTION:**

The Downtown Coordinator will facilitate and oversee all of the marketing, promotional and business recruitment efforts for Downtown Sebring. This position will manage and execute all aspects of the objectives and strategies outlined in the CRA Marketing Plan including business retention and recruitment, executing promotions, and managing the committees of the CRA. This position will be responsible for managing the Downtown events that are coordinated by the CRA, as well as offering planning assistance to the additional events taking place Downtown. This position will be responsible for the creation of striking marketing and promotional materials used to attract businesses and residents to the CRA district, and create a vibrant exciting destination for tourists and visitors. Responsible to the CRA Executive Director, this positions will participate in the execution of activities, programs and strategies intended to attract and retain a

mix of retail, professional and residential offerings within the boundaries of the district. Qualified applicants should be highly creative, energetic, analytical, detail oriented, possess a strong work ethic, be dependable, be an effective communicator both in written and verbal form, and self-motivated with the ability to work with little direction.

**ESSENTIAL JOB FUNCTIONS:**

1. Manage the execution of all the strategies outlined in the CRA Marketing Plan
2. Develop and implement the advertising and promotional elements contained in the CRA Marketing Plan
3. Help develop and market the CRA brand and identity for greater community knowledge on the mission and goals of the CRA
4. Design and produce promotional materials
5. Develop communication tools including presentations, press releases, newsletters and email/social media campaigns, to market the CRA
6. Design and oversee the production and distribution of all marketing and promotional materials that will positively influence public opinion and promote the CRA’s goals
7. Acts as the liaison to the community by staying engaged with the downtown merchants and community organizations
8. Plans and executes marketing of special events and promotions that take place within the CRA
9. Manage and execute events produced by the CRA
10. Develop and execute promotions to increase foot traffic within the Downtown
11. Provide advertising and promotional assistance to the downtown business community
12. Develop and assist with business retention and recruitment efforts to attract interest in Downtown
13. Create and maintain business recruitment programs and promotions to provide incentives for businesses to locate within the CRA District
14. Develop and maintain a directory of businesses within the CRA
15. Maintains a complete inventory of buildings, vacancies and properties for sale or lease
16. Maintain the CRA/Downtown Sebring Website, providing timely information regarding CRA Information, activities, events and promotions
17. Maintain the CRA/Downtown social media with continual updates and timely information to increase awareness in the Downtown and encourage a following
18. Provide the businesses located within the District with regular information regarding the logistics of upcoming events
19. Develop and maintain relationships with local media, and regularly provides updates and information on CRA news and events for dissemination
20. Plans for and manages the committees of the CRA working in conjunction with the board liaison for each committee
21. Assist with the Historic Preservation Board coordination, projects and promotions
22. Provides administrative support in the absence of the administrative assistant, and as needed to timely address CRA inquiries in the form of phone calls, in person visits, emails, voicemails, etc.
23. Process timesheets for CRA staff and timely upload the information the necessary portal
24. Keeps an inventory of photography of projects, events, promotions, etc. to utilize in CRA promotional materials and on social media

25. Attends all CRA board meetings and committee meetings

**QUALIFICATIONS:**

A(4) yeardegree from an accredited college or university in Marketing, Public Relations, Business, Graphic Design or a related field. The individual must be self-motivated, and experienced in marketing and leadership. Excellent verbal, written and interpersonal skills are a necessity. Applicant must have an understanding of new technologies and how they can be applied to marketing and graphic design, to include experience with internet websites and social media campaigns. Also, strong relationship building skills and a passion for the community are essential. Requires an ability to work well with and motivate diverse personalities. Government experience is a plus. The position will require some flexibility in the work schedule to include nights and weekends as needed.

**LICENSES, CERTIFICATIONS OR REGISTRATIONS:**

Possession of a valid Florida Driver’s license

**ESSENTIAL PHYSICAL SKILLS:**

* Ability to communicate both orally and in writing
* Acceptable eyesight (with or without correction)
* Acceptable hearing (with or without hearing aid)
* Able to operate a motor vehicle

**ENVIRONMENTAL CONDITIONS:**

Both office and outdoors (reasonable accommodation will be made for otherwise qualified individuals with a disability)

Positions may be considered disaster-essential as determined by the CRA.

***The CRA has the right to revise this job description at any time. This***

***description does not represent in any way a contract of employment.***

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Employee Signature Date

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Supervisor (or HR) Signature Date

***E.O.E.*** *The City of Sebring does not discriminate on the basis of race, color, national origin, sex, religion, age, disability or military service in employment or the provision of services.*