

Main Street Manager, City of Palatka, FL

Work Objectives

Palatka Main Street is seeking an individual to serve as the Main Street Manager that will develop, oversee and coordinate organization, marketing, promotion and business development for the downtown business district. These services are not to replace current marketing plans for the calendar year but are intended to supplement those plans and add additional marketing value to the Main Street program as well as create a successful business development plan for the downtown area. The Manager must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent situation. It is expected that this position will be a contractual position and the successful applicant will enter into a one year renewable contract. The salary range for this position is \$50,000 to \$60,000 depending on qualifications.

Expectations:

Palatka Main Street must promote the downtown area in a successful manner to entice revenue generated from those living outside of Putnam County as well as keep revenue for local residents currently spent outside the community. A successful program will encourage new small businesses to relocate to the downtown area by creating excitement and increased traffic to the designated Main Street area.

In addition, the successful applicant will partner with all vested/interested stakeholders to produce a marketing campaign designed to attract return consumers to shop with downtown businesses. This campaign should demonstrate a tangible return of revenue with a variety of the downtown businesses including retail, service and dining. This marketing campaign can be a one year-long campaign or divided up into quarterly campaigns. A minimum of one new event per month, with appropriate marketing for each event, is expected from the applicant to help with creating traffic in the downtown area. Any supplemental events to current programs are encouraged to create increased sponsorship and attendance.

The applicant will have knowledge and the ability to produce a variety of marketing products including, but not limited to: maps, fliers, posters, magazines, newspaper advertisements, radio advertisements, billboard design and press releases for events.

The applicant will also demonstrate a positive campaign for business development in the Main Street area, including marketing available buildings for rent or purchase, advertisements and knowledge of grant monies currently available to Main Street to attract new business owners to the Mainstreet area. Applicant will maintain an up-to-date inventory listing of all commercial properties complete with photos and contact information.

Requirements:

- Marketing/promotional experience or equivalent in a related field
- Bachelor degree (or equivalent experience) in Marketing, Public Relations, Public Administration, or Community Development
- Experience in creating successful advertising campaigns in a variety of media outlets to include, but not limited to television, billboard, radio, newspaper and mailings.

- Computer skills and knowledge of graphic design programs such as Photoshop, InDesign, Illustrator
- Excellent verbal and oral communication skills are essential
- Knowledgeable of Main Street four-point approach and historic preservation
- Ensure compliance with Florida Main Street Program Letter of Agreement

Cover letters and resumes can be sent to the City of Palatka City Hall, c/o City Manager, 201 N. 2nd Street, Palatka, FL 32177 or via email at wboynton@palatka-fl.gov. Questions and/or additional information can be obtained from Woody Boynton, City Manager at the above address or email or by phone 386-329-0100. Applications will be received until July 29, 2011 at 5:00 p.m. EOE/DFWP