

## **BUSINESS RELATIONS COORDINATOR**

### **JOB DESCRIPTION**

**Salary Range - \$25,000 - \$30,000**

**Employment Status – “At Will”**

#### **GENERAL JOB DESCRIPTION:**

A diversified marketing, promotional and business relations position. The person filling this position will be responsible for marketing and welcoming new businesses which locate within the boundaries of the Community Redevelopment District of the Town of Eatonville. Responsible to the CRA Executive Director, they will participate in the development, implementation and coordination of the CRA Marketing Plan, which is comprised of activities, programs and strategies intended to attract and retain a mix of retail, professional and residential activities within the boundaries of the district. The Business Relations Coordinator will work with considerable independence and must be self motivated.

#### **ESSENTIAL JOB FUNCTIONS:**

1. Develops and Implements the advertising and promotional elements contained in the CRA Marketing Plan.
2. Encourages a cooperative climate with other downtown, neighborhood and community organizations.
3. Plans, and assists in the coordination of special events and promotions.
4. Provides advertising and promotional assistance to the downtown merchants.
5. Develop and administer a business recruitment program to provide incentives for businesses to locate within the CRA District.
6. Develops and maintains a data system to track the progress of attracting new businesses to the CRA District.
7. Maintains a complete inventory of buildings, vacancies and properties for sale or lease.
8. Establishes and maintains a listing of businesses located within the CRA boundaries.
9. Maintains the CRA Website, providing timely current information regarding activities, events and promotions.
10. Provides the businesses located within the District with regular information regarding any proposed road closures and solicits input on their positive or negative impact on business within the District.
11. Develops and implements marketing, promotional and advertising opportunities to District businesses utilizing electronic and social media.
12. Performs other duties and responsibilities, as assigned by the CRA Executive Director.

**MINIMUM QUALIFICATIONS:** Graduation from an accredited four year college or university with a bachelor's degree in Business Administration, Planning, Marketing, Public Relations or related field, and/or may be substituted by at least two years experience in real estate, marketing or public relations. The individual must be self motivated, experienced in sales, marketing and leadership. Excellent verbal, written and interpersonal skills are a necessity. Applicant must be computer and internet savvy, to include experience with internet websites, social media campaigns and strong keyboarding skills. Also, strong relationship building skills and a passion for the community are essential. Requires an ability to work well with and motivate diverse personalities. The position will require some flexibility in the work schedule as the position will require and include some nights and weekends. Candidate must possess a valid Florida Drivers license and be able to operate a motor vehicle. Must be able to communicate effectively with others.