

CITY OF SEBRING
EMPLOYMENT OPPORTUNITY
The City of Sebring is recruiting for the following position:

Position: CRA Marketing Coordinator
Department: CRA

Salary Range: \$13.00 - \$18.00/hr.
Closing Date: 5/20/16

The City of Sebring does not discriminate on the basis of Race, Color, National Origin, Sex, Religion, Age or Disability in Employment or Provision of Services. Drug Free Work Place, EOE, Vet. Preference.

Apply: For an application visit www.mysebring.com or City Hall, 368 S Commerce Ave., Sebring, FL 33870 or contact (863) 471-5100.

PART TIME POSITION TO START

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 downtown commercial core of the City of Sebring. The CRA works closely with the City and other community organizations, with the goal of creating a charming, vibrant environment with a mix of professional, retail and residential opportunities that is true to the city's heritage.

GENERAL DESCRIPTION: A diversified marketing, promotional and business recruitment position. The person filling this position will be responsible for marketing, graphic designing and recruiting new businesses to locate within the boundaries of the Community Redevelopment District of the City of Sebring and to create a vibrant exciting destination for residents and visitors. Responsible to the CRA Executive Director, they will participate in the 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. Must be able to provide graphic design that is consistent and fits with the image and brand direction provided by management. Should be highly creative, analytical and detail-oriented.

ESSENTIAL JOB FUNCTIONS:

1. Develops and Implements the advertising and promotional elements contained in the CRA Marketing Plan. Develop communications tools including presentations, press releases, newsletters and email/social media campaigns, under the direction of the CRA Executive Director.
2. Must be skilled in graphic applications.
3. Design and oversee the print production and distribution of all printed materials that will positively influence public opinion and promote the CRA's goals.
4. Encourages a cooperative climate with other downtown, neighborhood and community organizations.
5. Plans marketing of special events and promotions.
6. Provides advertising and promotional assistance to the downtown business community.
7. Maintain the business recruitment program to provide incentives for businesses to locate within the CRA District.
8. Develops and maintains a data system to track the progress of attracting new businesses to the CRA District.
9. Maintains a complete inventory of buildings, vacancies and properties for sale or lease.
10. Establishes and maintains a listing of businesses located within the CRA boundaries.
11. Maintains the CRA/Downtown Website, providing timely current information regarding CRA Information, activities, events and promotions.

12. 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.
13. Develop and maintain relationships with local media.

[These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required.]

QUALIFICATIONS: A degree from an accredited college or university in Marketing, Public Relations, Business, Retail Sales, Graphic Design or a related field, and/or may be substituted by a minimum of four (2) years proven experience in a related field, or any equivalent combination of training and experience. The individual must be self-motivated, experienced in sales, 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.

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)

