



**CITY OF GAINESVILLE**  
Department of Human Resources  
222 E. University Ave, PO BOX 490  
Gainesville, FL 32627



<http://www.cityofgainesville.jobs>  
**INVITES APPLICATIONS FOR THE  
POSITION OF:**

**CRA Director**

*Affirmative Action/ Equal Opportunity / Drug-Free Workplace Employer*

**SALARY**

\$80,378.00 - \$124,184.00 Annually

**ISSUE DATE:** 09/04/16

**FINAL FILING DATE:** 09/12/16.

**JOB AD**

***CITIZEN CENTERED...  
The Gainesville way of life***



**THE CITY OF GAINESVILLE ... *an outstanding career opportunity for you!***

This is truly a unique opportunity to supervise and market work coordinating programs and activities for a progressive, innovative and customer-centric organization.

The City of Gainesville (the City) is seeking a dynamic and experienced **Community Redevelopment Agency Director** who is innovative and forward thinking that will embrace the organization's citizen-centered vision. The community, its elected leaders, and executive leadership team have embraced this vision.

This experienced leader will serve at the will of the City Manager and will provide vision that will support a new way of managing long-range and short-range economic development and redevelopment plans, grant programs and applications in accordance with state law and local policy. This high-level professional will have a passion for creating awesome things that matter in Gainesville, FL and for increasing the vibrancy of the city's core by catalyzing private re-investment.

The successful candidate will work closely with community partners, business organizations and private investors to help Gainesville achieve its full potential as a thriving, diverse community.

**Required Experience and Education**

The ideal candidate will have a Bachelor's degree from an accredited college or university. Five (5) years of experience managing a Redevelopment, Main Street, or Downtown Business Improvement District, or similar program is required; or an equivalent combination of training and experience which provides the required knowledge, skills and abilities.

A Master's degree from an accredited college or university is preferred and may substitute for

the required experience on a year-to-year basis.

### **Notes**

- A valid driver license is required upon appointment.
- A valid **Florida** Driver License is required within thirty (30) days of appointment and at all times while employed in this classification.
- Membership in American Institute of Certified Planners desired.
- ***Residence within the City limits required within six (6) months of appointment.***

***Embracing change is the Gainesville way of life!***

***Come join our team as we shift the culture from "No to Yes", "from reactive to proactive," "from policy-oriented to services-oriented", and "from silos to teams".***

### **JOB DESCRIPTION**

#### **SUMMARY**

This is responsible managerial, supervisory and marketing work coordinating the City's Community Redevelopment Agency; its programs and activities.

The Community Redevelopment Director serves at the will of the City Manager and may be appointed or removed at will by the City Manager. Work in this class is distinguished from other classifications by its emphasis on community economic development and redevelopment and by its managerial responsibilities.

#### **EXAMPLES OF WORK\***

*\*This section of the job description is not intended to be a comprehensive list of duties and responsibilities of the position. The omission of a specific job function does not absolve an employee from being required to perform additional tasks incidental to or inherent in the job. Performance of lower level duties may be required.*

#### **ESSENTIAL JOB FUNCTIONS**

Prepares long-range and short-range economic development and redevelopment plans, grant programs and applications in accordance with state law and local policy.

Creates and coordinates work programs to implement the economic development and redevelopment plans.

Coordinates and supports development of professional and business organizations, coordinating with outside financial and political organizations.

Coordinates facilities improvements and manages special events aimed at economic development.

Coordinates and prepares agendas, meeting packets, and newsletters.

Provides extensive public education activities.

Supervises and coordinates activities of redevelopment staff, including the authority to hire, discharge and evaluate performance.

Prepares annual operating budget.

Coordinates the purchase and maintenance of necessary equipment.

Manages contracts of major construction projects, including preparation of requests for



proposals, bid openings and contract awards.

Supervises consultants and contractors.

Evaluates and reports to various boards on plan execution and progress.

Liaison to all related City divisions and departments.

Attends work on continuous and regular basis.

#### **NON-ESSENTIAL JOB FUNCTIONS**

Performs other related duties as assigned.

#### **QUALIFICATIONS**

*To perform this job successfully, an individual must be able to perform each essential job function satisfactorily. Below are the required education, experience, knowledge, skills and abilities to perform the essential functions.*

#### **EDUCATION AND EXPERIENCE**

A Bachelor degree from an accredited college or university is required. A Master degree from an accredited college or university is preferred and may substitute for the required experience on a year-to-year basis. Must have five (5) years of experience managing a Redevelopment, Main Street, or Downtown Business Improvement District, or similar program;

**or** an equivalent combination of training and experience which provides the required knowledge, skills and abilities.

#### **CERTIFICATIONS OR LICENSES**

##### **Licenses**

Valid driver license required upon appointment. Valid Florida Driver License required within thirty (30) days of appointment and at all times while employed in this classification.

##### **Certifications**

Membership in American Institute of Certified Planners desired.

#### **KNOWLEDGE, SKILLS AND ABILITIES**

Ability to plan, direct, coordinate and administer redevelopment and economic plans and programs City-wide.

Ability to coordinate and administer economic development strategies and projects with other departments and agencies (both internal and external).

Thorough knowledge of principles, practices, methods and theories of planning, community economic development and redevelopment.

Thorough knowledge of laws, ordinances, regulations and statutes which govern urban planning functions.

Thorough knowledge of economic development and redevelopment legislation.

Thorough knowledge of principles and practices of effective administration and supervision.

Knowledge of accounting, accounts management and fund raising.

Skilled in layout and newsletter production.

Knowledge of personnel management policies and practices.

Knowledge of governmental budget procedures.

Ability to plan, direct, coordinate and administer a comprehensive program of urban planning.

Ability to analyze difficult planning problems and to develop a course of action consistent with established and contemporary planning procedures, theories and methods.

Ability to facilitate citizen's goals and objectives while maintaining fairness and integrity in process.

Ability to maintain transparency and ethical conduct.

Strong critical and creative thinking skills to assess and resolve problems or issues by gathering and assessing information, taking advice, and using judgment that is consistent with standards, practices, policies, procedures, regulations or law.

Excellent analytical and research skills as demonstrated by the ability to develop, assess, and blend information and recommendations from a wide variety of sources.

Excellent written and oral communication skills as demonstrated by the ability to translate and articulate complex technical data and information and issues clearly, concisely, and persuasively.

Strong interpersonal skills as demonstrated by the ability to interact collaboratively and productively and to establish and maintain effective working relationships with individuals of diverse backgrounds including elected and appointed government officials, Charter Officers, City employees, union representatives, representatives of other agencies, and the general public.

Strong project management and organizational skills to plan and independently execute projects/tasks within specific deadlines.

Ability to teach, motivate, and influence others in order to accomplish a goal.

Ability to work under high stress levels, with frequent interruptions and with tight and often changing deadlines.

Strong attention to detail in order to compose a variety of written documents which are intended to present management's position on a given matter.

Ability to maintain security and confidentiality.

Ability to coach employees and management through complex and difficult issues and to handle difficult conversations.

Knowledge of principles and programs of City government.

Ability to develop and implement long- and short-term plans and programs and to evaluate results.

Ability to identify actual and potential problems.

Ability to work in a collaborative environment and respect the perspective and opinions of others.



Ability to effectively lead or work as a member of a self-directed work team.

Ability to work independently and take initiative.

Ability to plan, direct and supervise the work of others.

Ability to exercise sound judgment in analyzing facts and trends.

Ability to make effective presentations in a group or individual setting.

Ability to juggle multiple competing tasks and demands with the appropriate sense of urgency.

Demonstrates a strong customer orientation.

Demonstrated intermediate level knowledge of personal computers and related departmental software.

### **PHYSICAL AND ENVIRONMENTAL REQUIREMENTS**

*To perform this job successfully, an individual must possess certain physical abilities and be able to withstand work related environmental conditions.*

### **PHYSICAL REQUIREMENTS**

While performing the duties of this job, the employee is often required to sit for prolonged periods of time.

### **WORK ENVIRONMENT**

Required to attend meetings outside regular business hours.

Residence within the City limits required within six (6) months of appointment.

A Social Security card is required at time of employment.

Veteran's preference for City employees in promotion shall apply only to a veteran's first promotion AFTER reinstatement or reemployment, without exception (55a-7.0111). The Applicants claiming veteran's preference are responsible for providing required documentation at the time of submitting an application for a vacant position (55a-7.013). Eligible Veterans must attach all documentation to application. Preference is given to Veterans and spouses of Veterans according to the Florida Administrative Code.

Pursuant to Florida public records law, applications are subject to disclosure.

The City of Gainesville is an Equal Opportunity/Affirmative Action employer and does not discriminate in hiring. Minorities, Women, and Disabled are encouraged to apply. If you have a disability and require special accommodation during the selection process, please notify the Human Resources Department at (352) 334-5077.

APPLY ONLINE AT:  
<http://www.cityofgainesville.jobs>

EXAM #06272  
CRA DIRECTOR  
AG

## **CRA Director Supplemental Questionnaire**

\* 1. Please select the option below that best describe your highest level of education.

- ☐ High School Diploma or equivalency diploma
  - ☐ Associates Degree from an accredited college or university
  - ☐ Bachelor's degree from an accredited college or university
  - ☐ Master's degree from an accredited college or university
- \* 2. Please select the option below that best describe your years of experience managing a Redevelopment, Main Street, or Downtown Business Improvement District, or similar program. All experience must be reflected on your application for consideration.
- ☐ 0 - Less than three (3) years
  - ☐ Three (3) - Less than five (5) years
  - ☐ Five (5) - Less than seven (7) years
  - ☐ Seven (7) years or more
- \* 3. Do you possess a membership in American Institute of Certified Planners?
- ☐ Yes
  - ☐ No
- \* 4. Please use the space below to share a brief narrative of why you are interested in becoming the next CRA Director of the City of Gainesville.
- \* 5. The City of Gainesville strives to become the most citizen-centered city in America. Use the space below to share briefly, what influence this might play in your decision to become the City's next CRA Director?
- \* Required Question