

CITY OF SEBRING
EMPLOYMENT OPPORTUNITY

The City of Sebring is recruiting for the following position:

Position: Redevelopment Coordinator
Department: CRA

Salary Range: \$45,158 - \$56,523 Annually
Closing Date: October 26, 2023

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. All positions requiring a CDL will be required to submit and pass a drug test as a condition of employment.

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

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.

Redevelopment Coordinator

Department: CRA

Pay Grade: 112

FLSA Status: Exempt

JOB SUMMARY

The duties and responsibilities in this job description are illustrative only and are not meant to be all-inclusive. Job responsibilities also include any other duties as assigned by the CRA. The CRA reserves the right to vary, add to, eliminate, or otherwise modify the job duties set forth in this description at any time and for any reason.

The Sebring Community Redevelopment Agency (CRA) is a dependent special district that 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's mission is to eliminate slum and blight and increase 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.

The Redevelopment Coordinator will facilitate and oversee all of the marketing, public relations, grants and business relationship efforts for the CRA. This position will be responsible for assisting in the implementation of the Redevelopment Master Plan and the Marketing Plan for the Downtown Sebring CRA. This position serves as the communications, public relations, marketing, and grants coordinator for the agency. This position will manage and execute all aspects of the objectives and strategies outlined in the

CRA Marketing Plan including drafting and disseminating press releases, maintaining the official CRA website, and managing the CRA's social media platforms promoting the CRA district. This position coordinates education, information, and awareness to internal and external stakeholders for the CRA. This position will also be responsible for the researching additional funding opportunities through grant opportunities for the CRA to utilize for projects and initiatives. This position will also manage all aspects of the grant process from application to reporting if awarded. This person will be responsible for administering and managing projects and programs in support of CRA plans, goals, and objectives. The position is responsible for tasks involving the coordination of public relations efforts and project coordination for the community redevelopment areas. This is a highly visible position with responsibilities involving frequent community engagement and outreach, as a liaison to property owners, businesses, organizations, and local governments. Responsible to the CRA Executive Director, work is performed with a high level of independence and initiative in order to undertake and complete important redevelopment tasks. Work is evaluated through review of output, and observation of the success and community acceptance of the redevelopment program. Qualified applicants should be 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

- Develops and maintains a clear understanding of all CRA projects to identify public relations opportunities and to be able to explain to constituents.
- Implements and manages the execution of all the elements and strategies outlined in the CRA Marketing Plan
- Creates and executes an annual marketing plan to communicate the work of the CRA.
- Drafts press release and disseminates to media outlets.
- Plans and writes stories, features, and data for the CRA website and online dissemination.
- Develops and maintains relationships with local media, and regularly provides updates and information on CRA news and events for dissemination.
- Develops various promotional and marketing materials and provides public relations support.
- Oversees department external communications and produce communications pieces in a variety of media for multiple media outlets.
- Engages in public relations coordination with internal and external stakeholders.
- Interfaces with existing business operators and property owners
- Works with business and property owners to discuss CRA programs, eligibility & application process.
- Maintains an email database of downtown merchants in order to communicate timely and necessary information.
- Regularly communicates pertinent information to downtown merchants regarding the logistics of upcoming events.
- Places and designs print media advertising and meeting notices in for multiple media outlets & sources
- Researches, applies for, administers, and manages the reporting of grant opportunities for applicable CRA projects and initiatives.
- Maintains a complete inventory of building vacancies and properties for sale or lease in the CRA district.
- Spearheads the development and construction of the CRA's annual report.

-
- Undertakes the planning and creation of any FRA Awards submission for the CRA.
 - Maintains photo documentation of the various stages of CRA projects for use in media releases, social media features, award submissions and annual reporting.
 - Works with the City's City Public Information Officer to develop and disseminate downtown information.
 - Coordinates the maintenance of the official CRA website and social media platforms with regular updates and timely information to increase awareness for downtown Sebring and the work of the CRA.
 - Maintains and updates the website's directory of businesses within the CRA.
 - Coordinates and maintains a database of downtown photography for use in marketing efforts to showcase the CRA's work.
 - Directs and manages business attraction and outreach marketing strategies.
 - Creates and maintains business development and recruitment materials to provide to prospective businesses interested in locating in the CRA District
 - 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.
 - Performs general administrative work as required, including conducting and attending meetings, preparing reports and correspondence, making arrangements for and preparing materials for board meetings, answering the telephone, responding to correspondence, etc.
 - Attends all CRA meetings and workshops.
 - Acts as the recording secretary for meetings in the absence of the administrative assistant.
 - Performs other duties as assigned.

QUALIFICATIONS

Education and Experience:

- A (4) year degree from an accredited college or university in Marketing, Public Relations, Business, or a related field
- Self-motivated team player
- Experience in grant writing and administration
- Excellent verbal, written and interpersonal skills
- Experience with press releases and media outlets
- Experience with websites, social media, and marketing initiatives
- Strong relationship building skills and a passion for the community/downtown Sebring
- Government experience is a plus
- Flexibility in the work schedule to include nights as needed for meetings

Licenses or Certifications:

- Possession of a valid Florida Driver's license

Special Requirements:

- None

Knowledge, Skills, and Abilities:

- Knowledge of the principles, theories, practices, and methodologies of community redevelopment
- Knowledge of national and state laws and regulations that govern Community Redevelopment Agencies
- Ability to plan, organize, and implement projects.
- Ability to assemble and analyze information and make written reports and records in a concise, clear, and effective manner.
- Ability to communicate effectively, both orally and in writing
- Ability to establish and maintain effective working relationships with internal and external stakeholders.
- Exceptional computer skills and typing proficiency with experience using Microsoft Office, Adobe required - Adobe InDesign, Adobe Illustrator, Wordpress and Photoshop software a plus.

PHYSICAL DEMANDS

Upon request, reasonable accommodations will be made in accordance with applicable law.

- 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.
- Ability to establish and maintain effective working relationships with employees and the public.
- Ability to communicate utilizing speech, vision and hearing skills.
- Ability to operate a computer, keyboard, calculator and other business machines.
- Ability to remain at a workstation and view a display screen for prolonged periods of time.

WORK ENVIRONMENT

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.

Employee Signature

Date

Supervisor (or HR) Signature

Date

EEOC CRA does not discriminate on the basis of race, color, creed, religion, national origin, ethnicity, age, sex, gender, pregnancy, sexual orientation, gender identify, genetic information, marital status, veteran status and disability.