



Town of Lake Park Community Redevelopment Agency

JOB DESCRIPTION

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.

COMMUNITY REDEVELOPMENT PROJECT/MARKETING COORDINATOR

Department: Community Redevelopment Agency

Annual Salary Range: \$60,784.98 to \$97,255.96

FLSA Status: Non-Exempt

Full Time

JOB SUMMARY

Under the direction of the Community Redevelopment Agency (CRA) Administrator, develops plans and executes project and marketing initiatives that grow the Town and Community Redevelopment Agency brand and drive targeted individuals, businesses, and investors to desired actions. The ideal candidate must be a “go getter” and a “rain maker” and will have prior experience with a wide range of place-marketing and place-branding functions, including community consensus building and communications, business development, retention and attraction, branding and campaign development, events, public relations, promotions, digital marketing, email and social media. Must be an organized multitasker able to handle many diverse projects at once to meet deadlines. Stays informed about the market, industry trends, and the competitive landscape, while helping implement best practices in all marketing activities. Ensure all marketing efforts serve to achieve immediate and long-term agency goals, identifying and executing improvements for processes, content, and results.

Responsible for business attraction including meeting with prospects, identifying target tenants, calling to follow up with potential tenants, and working with area real estate professionals to attract new businesses. Promote and process incentives to business and property owners. Oversee design of

printed communications such as brochures, flyers, update web site, daily social media activity, create newsletters and coordinate media. Assist the CRA Administrator with related duties as assigned.

ESSENTIAL JOB FUNCTIONS

- Plans marketing and business related activities
- Researches and drafts reports
- Creates content
- Reviews creative ads and videos
- Manages brand and social media
- Coordinates and executes special events
- Manages campaigns/promotions
- Tracks results
- Manages public relations for the CRA
- Builds relationships internally and externally
- Processes incentives
- Procures and directs vendors
- Manages website changes
- Troubleshoots obstacles and otherwise supports and drives all marketing plans and activities.
- Assists in the implementation and adherence of brand strategies to ensure we continue to grow together as a Town.
- Ensures success of every project by understanding expectations, communicating objectives, reporting on timelines, and sending deliverables to all team stakeholders.
- Supports the use and development of internal tools, including project management software, analytics tracking capability, and websites.
- Collaborates and works closely with members of the Town's marketing and communications team as well as the CRA team to gain and share knowledge (ideas and tactics) and best practices from experiences, workshops, research, and seminars.
- Performs related duties as assigned.

QUALIFICATIONS

- Bachelor's degree from an accredited college or university in Marketing, Public Relations, Business, Retail Sales or a related field, or a minimum of five (5) years proven experience in a related field, or any equivalent combination of training and experience.

- Experience in planning and coordinating special events and activities, retail marketing, business attraction, retail merchandizing. Experience in seeking sponsorships, value added promotions, advertising and media relations. A valid driver's license is required.

Knowledge, Skills and Abilities:

- High degree of oral and written communication skills and attention to detail
- Self-motivated, self-starter with the ability to work under pressure and meet deadlines.
- Government experience a plus.
- Strong understanding of new technologies and how they can be applied to marketing
- Sound understanding of branding and marketing principles
- Ability to develop and manage a budget
- Creative and innovative
- Problem solver
- Proficient in Microsoft Office Suite or related software.
- Superior interpersonal skills and ability to work extremely well as part of a team.

PHYSICAL DEMANDS

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.

The Town provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender/sex, age, national origin, disability, veteran status, sexual orientation, gender identity, pregnancy, marital status, military status, genetic information or any other legally protected status. This philosophy applies to all terms and conditions of employment, including but not limited to hiring, placement, promotion, termination, recall, transfer, leave of absence, compensation and training.

HOW TO APPLY

Applications must be submitted by first review of applications which will be 5:00 p.m. on April 14, 2025 to the Human Resources Department at:

Lake Park Town Hall

**535 Park Avenue
Lake Park, Florida 33403**

Or via email at humanresources@lakeparkflorida.gov

**Applications forms can be downloaded from the Town's website at
www.lakeparkflorida.gov**