



## **Community Redevelopment Agency Coordinator**

**FLSA: Exempt**

Grade 28 \$53,513.50 - \$85,621.60

### **GENERAL DEFINITION**

This position will be responsible for assisting in the implementation of formally adopted community redevelopment area plans within the City of Oakland Park Community Redevelopment Area (CRA). Work is performed with a high level of initiative and independence in undertaking and completing redevelopment project management assignments as directed by the CRA Director.

### **ESSENTIAL JOB DUTIES**

The list of duties and functions, as outlined herein, is intended to be representative of the type of tasks performed within this classification. They are not listed in any order of importance. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Manages and participates in the development and implementation of the CRA goals, objectives, policies, and priorities for the CRA and economic and business development programs.
- Develops and maintains positive working relationships with existing businesses to encourage business retention and expansion projects.
- Recommends new and existing business development and expansion strategy for the CRA; recommends and administers economic development policies and procedures.
- Collaborates and builds effective working relationships with the chambers of commerce, the Greater Fort Lauderdale Convention and Visitor's Bureau, developers, brokers and other resources for bringing business prospects into the City.
- Participates in regional activities to promote the City to the development community and to business prospects.
- Oversees, annually reviews, and periodically updates the CRA's economic development incentives programs.
- Promotes the City of Oakland Park as both business-friendly and sustainable community
- Directs and manages business attraction and outreach marketing strategies
- Maintains the inventory of pertinent information and statistics on all aspects of the City; and maintains a database of business prospects, available land sites, and available buildings.
- Serve as liaison for CRA to other governmental agencies.

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- Assists in conducting comprehensive studies of Redevelopment Area data.
- Assists in the development of the annual report, including progress reports on existing projects.
- Assists with the development of the annual CRA operating budget.
- Develop and maintain a clear understanding of all department projects to identify public relations opportunities.
- Oversee department external communications and produce communications pieces in a variety of media. Enhance web presence, develop and disseminate PR announcements.
- Responsible for management and oversight of the CRA website and content, including gathering and researching the information that enhances the value of the site. Plan and write stories, features, and data for online dissemination. Develop and manage the department's social media sites.
- Work with City Public Information Officer to develop and disseminate Department news, events and achievements.

### **KNOWLEDGE, SKILLS & ABILITIES**

- Excellent verbal and written communication skills.
- Strong interpersonal skills; a professional manner with the ability to work well with diverse populations over the telephone, in written correspondence, and in-person; ability to communicate clearly, diplomatically, and effectively.
- Strong project management skills. Ability to problem-solve, take initiative, set priorities, handle multiple projects, and exercise good judgment in a fast-paced, dynamic, deadline-driven environment in an organized and professional manner.
- Demonstrated ability to work independently, with a high level of initiative, and as part of a team.
- Proficiency with personal computing environment, Microsoft Office Suite (Microsoft Word, Excel, Adobe Creative Suite, Outlook and PowerPoint), and the Internet.

### **MINIMUM ACCEPTABLE EDUCATION, TRAINING & EXPERIENCE**

Bachelor's degree in Communications, Journalism, Public Administration, Project Management or related field. Proficiency in Microsoft Office suite; SharePoint knowledge. Must be a capable

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writer and communicator, fast learner, adept at managing multiple responsibilities at once, able to work collaboratively with business partners at multiple levels, have high attention to detail and time management skills to meet deadlines. A minimum of two (2) years of experience in economic or business development, including at least one (1) year experience in a government setting, is required.

### **PREFERRED:**

- Master's Degree Preferred in Communications, Journalism, Public Administration, Project Management or related field.
- Two years' experience in either public relations or communications.
- One year of social media marketing experience, graphic design or video production skills.
- Certification from the Florida Redevelopment Association Redevelopment Academy.

### **PHYSICAL REQUIREMENTS**

The City of Oakland Park is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (42 U.S. C. 12101 et. seq.), the City of Oakland Park will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of lightweight (5 pounds). Tasks may involve extended periods of time at a keyboard or workstation. Work is performed in usual office conditions with rare exposure to disagreeable environmental factors. Some tasks require visual abilities. Some tasks require oral communication ability.

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I \_\_\_\_\_ have read and acknowledge receipt of the job classification.

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Employee signature

\_\_\_\_\_  
Date