

# Delray Beach Community Redevelopment Agency (CRA )

## Job Description Form

**Job title:** Communications and Public Relations Coordinator

**Location:** 20 N. Swinton Ave, Delray Beach

**Reports to:**  
**Title:** CRA Assistant Director

**Level/Grade:**  
  
**Pay Range:**  
**\$40,000-\$50,000**

**Type of position:**  
 Full-time  
 Part-time  
 Contractor  
 Intern

**Hours: 40/week**  
  
 Exempt  
 Nonexempt

### General Description:

Perform a broad range of communications and public relations functions on behalf of the CRA, such as, development and design of printed and electronic communications such as brochures and flyers, update website, manage daily social media activity, create newsletters, plan special events such as ribbon cutting, groundbreaking, and openings, and coordinate media. Performs related duties as assigned by supervisor.

### Duties & Responsibilities:

- Provides communications and public relations support as assigned by supervisor
- Assist in implementation of CRA Communications and Public Relations Plan and annual Work Plans
- Daily development and management of social media activity (Facebook/Twitter/Linked In/Instagram) including e-newsletters, blogs, and blasts
- Assists in the production and dissemination of marketing collateral brochures, press releases, flyers, media kit, and postcards
- Serve as point of contact for queries from and interface with public officials, partner organizations, ad agencies, press and media contacts, and the general public
- Special project management such as awards submissions, annual reports, or videos
- Coordinate with City's PIO, Chamber of Commerce, Delray Beach Marketing Cooperative (DBMC), and Downtown Development Authority (DDA) on CRA projects
- Website maintenance and coordination with CRA website consultant for redesign or updates
- Other duties as assigned

### Education, Skills & Experience Requirements:

- Bachelor's degree from an accredited college or university in Marketing, Communications, Advertising, or minimum four (4) years proven experience in a related field, or an equivalent combination of related training and experience. For example, a two-year college degree in an related field with two years of related experience may be substituted
- Excellent oral and written communication skills and attention to detail
- Self-motivated, self-starter with the ability to manage multiple tasks and work under pressure to meet deadlines
- Strong understanding of new technologies and how they can be applied to marketing
- Sound understanding of branding, and communications, and marketing principles
- Government experience is preferred
- Foreign Language fluency (writing and speaking) in Spanish and Creole is preferred
- Ability to develop and maintain excellent rapport, and cooperative and courteous relationships with boss, co-workers, officials, merchants, city representatives, partner organizations, and the general public
- Knowledge of MS Office Systems and Office Suites (Word, Excel, Outlook, Access, Publisher), Adobe Creative Cloud or Suite 6 (specifically InDesign, Photoshop, Illustrator, Professional), and Wordpress preferred
- Lift and carry up to approximately 40 pound boxes of printed materials, use of telephone and computer on a regular and continual basis, acceptable eyesight and hearing (with or without correction or hearing aid)

**Approved by:**  
**Title:** CRA Executive Director

2/12/2016