

Delray Beach Community Redevelopment Agency (CRA)

Job Description Form

Job title: Marketing and Outreach Coordinator

Location: 20 N. Swinton Avenue / 313 NE 3rd Avenue, Delray Beach

Reports to:
Title: CRA Assistant Director

Level/Grade:

Pay Range:
\$45,000-\$65,000

Type of position:

- Full-time
- Part-time
- Contractor
- Intern

Hours: 40/week

- Exempt
- Nonexempt

General Description:

Perform a broad range of communications, marketing, and public relations functions on behalf of the CRA, such as, developing and designing printed and electronic promotional materials, managing the CRA website, managing daily social media activity and outreach, composing monthly newsletters, coordinating press and media, and planning special events. Additional related duties may be assigned by supervisor. This position is not routine, clerical, or ministerial in nature and requires self-motivation and independent judgment.

Duties & Responsibilities:

- Provide communications, marketing, and public relations support as assigned by supervisor
- Represent the CRA and provide coverage at other community events to promote CRA projects, programs, events, etc.
- Develop, implement, and manage social media strategy (Facebook/Twitter/LinkedIn/Instagram) and on a day-to-day basis, create and produce accurate, consistent, creative, and compelling content to increase community engagement including utilizing tools such as, Constant Contact, live video streaming, blog posts, and mass email marketing
- Manage and monitor social media and website engagement metrics and performance data and provide quarterly reports
- Communicate and coordinate with consultants so all communications, marketing, and public relations efforts align
- Write clear, compelling communications and feature stories for newsletters, press releases, website, and social media pages for targeted demographics that provide information and updates on CRA projects, programming, and events within the CRA district
- Assist in the coordination, development, production, and dissemination of informational material and marketing collateral, which may include brochures, press releases, flyers, media kits, and postcards
- Manage special projects such as awards submissions, annual reports, and/or videos
- Manage and coordinate CRA produced and/or sponsored special events such as community events, ribbon cuttings, groundbreakings, openings. Responsibilities may include, but are not limited to, event conceptualization and planning, vendor and sponsorship outreach and coordination, stakeholder outreach and inclusion, and community outreach
- Coordinate communications, marketing, and public relations efforts with City of Delray Beach's Public Information Officer, Chamber of Commerce, and Downtown Development Authority on CRA projects
- Disseminate information regarding Arts Warehouse programs and events
- Assist with special arts events, rentals, and programming at the Arts Warehouse
- Other duties as needed and as assigned

Education, Skills & Experience Requirements:

- Bachelor's degree from an accredited college or university in Marketing, Communications, Advertising, Public Relations, or a related field **and** two (2) years of relevant experience, **or** an equivalent combination of education and experience beyond a high school diploma. Government or public sector experience is preferred.
- Excellent oral and written communication skills with the ability to effectively communicate with internal and external parties
- Strong organizational skills with an attention to detail
- Self-motivated, self-starter with the ability to manage multiple tasks and work under pressure to meet deadlines efficiently and effectively with minimal direction
- Strong understanding of modern marketing techniques and technologies
- Strong understanding of branding, communications, marketing, and public relations principles
- Foreign Language fluency (writing and speaking) in Spanish and/or Creole is preferred
- Strong interpersonal skills with the ability to develop and maintain excellent rapport, and cooperative and courteous relationships with supervisor, co-workers, public officials, city representatives, partner organizations, stakeholders, vendors, businesses, 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
- Must have a valid driver's license and reliable vehicle
- Lift and carry 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)
- May be required to work after hours including evenings and weekends

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

12/17/2019