

**CITY OF STUART
JOB DESCRIPTION**

Title: CRA PROGRAM MANAGER

Department: City Manager

Division: Community Redevelopment Agency

Job Code: 2045

Grade: S15

Exempt Status: Exempt Salaried

CHARACTERISTICS OF THE CLASS

Under the direction of the Community Redevelopment Agency (CRA) Administrator, incumbent will plan, organize, and coordinate the activities of East Stuart Main Street (ESMS), and Stuart Main Street (SMS) as determined by the CRA Administrator through the Board of Directors of each organization. Incumbent will assist in developing and carrying out the programs utilizing the Main Street Four-Point Approach, which are design, organization, promotion and economic restructuring. The incumbent will also be responsible with assisting the Downtown Business Association with the organizations marketing, public relations and assistance in coordination of special events and other duties as assigned by the CRA Administrator. Work is reviewed through oral and written reports, conferences and observation for adherence to the established policies and procedures.

EXAMPLES OF ESSENTIAL FUNCTIONS

1. Establish and maintain relationships with other public agencies, private organizations and local businesses in the community.
2. Make presentations to community groups to explain Main Street's purposes, programs and policies.
3. Assist in developing the work-plan, budget and expenditures of East Stuart and Stuart Main Street programs.
4. Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.

CRA Program Manager Community Redevelopment Agency - continued

5. Plan meetings with Board of Directors and other stakeholders for the purpose of reporting and monitoring outcomes and strategic planning.
6. Research and submit grants, assists with fundraising opportunities.
7. Serve as the liaison to the Board of Directors of East Stuart and Stuart Main Street by attending meetings, assisting with the creation of the agenda and minutes.

NOTE: The examples of essential functions as listed in this class specification are not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning specific duties not listed herein if such functions are a logical assignment to the position.

REQUIREMENTS

A. Training and Experience:

Bachelors degree in Business Public Administration, Marketing, or related field; supplemented by two (2) years of relevant experience in marketing, public relations, community organizing and economic development for a not-for-profit organization. Experience may substitute on a year for year basis for education. Must also possess the ability to plan, organize, or coordinate activities. Good computer and public speaking skills. Knowledge of the Main Street Four-Points Approach preferable.

Must maintain a valid State of Florida Drivers License as required by the position.

B. Knowledge, Abilities, and Skills:

Working knowledge of marketing and public relations principles and practices.

Knowledge of community organizing and economic development.

Ability to innovate and implement programs and facilitate meetings and guide groups to identify and accomplish goals.

CRA Program Manager Community Redevelopment Agency - continued

Ability to make presentations; promote and maintain harmonious working relationships with officials, other departments, outside agencies and the general public.

Ability to work independently and in a team environment.

Ability to communicate effectively, orally and in writing.

Skilled in the use of computer technology and appropriate software programs.

Skill in the operation of modern office equipment.

C. Physical Requirements:

Task is essentially sedentary with frequent walking; standing; bending, stooping, pulling, pushing, reaching, stretching, and lifting and carrying objects of moderate weight (30 pounds); with standard dexterity in the use of fingers, limbs or body in the operation of office tools and equipment. Task may involve extended periods of time at a keyboard.

D. Environmental Requirements:

Task is regularly performed without exposure to adverse environmental conditions.

E. Sensory Requirements:

Task requires visual perception and discrimination.

Task requires oral communications ability.

Task requires sound perception and discrimination

Task requires color perception and discrimination.

Task requires texture perception and discrimination.

Task requires depth perception and discrimination.

Approved: _____ Date: _____
Human Resources Director

Approved: _____ Date: _____
City Manager

Received by: _____ Date: _____
Employee