CITY OF CORAL SPRINGS
invites applications for the position of:

Economic Development Marketing Coordinator

**SALARY:**
$29.33 - $46.15 Hourly
$61,000.00 - $96,000.00 Annually

**OPENING DATE:**
05/17/18

**CLOSING DATE:**
Continuous

**DESCRIPTION:**
Plans, organizes, coordinates and implements marketing programs that support the mission of the Economic Development Office in strengthening the City's economy through marketing and economic growth; implements City-wide strategic and operating initiatives; administers events and programs focused on attracting and retaining best businesses; and effectively markets the City for success. Receives general direction from higher level management. May exercise direct supervision over assigned technical and administrative support personnel.

The position requires a technically skilled professional who will support the mission of the department and will work proactively with other departments to market the City and to administer events and programming by the department. In addition, the position will support the City's initiatives, business community support and development, and assist with various other objectives. This position will exercise considerable independent judgment under general supervision.

For more information on our City and Human Resources Department, please visit the following sites:

**City of Coral Springs Home Page:** [http://www.coral springs.org](http://www.coral springs.org)

**City of Coral Springs Human Resources Department website:**
[http://www.coral springs.org/HR](http://www.coral springs.org/HR)

**City of Coral Springs Core Values page:**

**Promoting the CS Employee Culture**
[http://www.coral springs.org/Culture](http://www.coral springs.org/Culture)
EXAMPLES OF DUTIES:

- Assists with the design, development, and implementation of economic marketing programs and special events with a focus on the downtown for the City to include business retention, business recruitment, new business start-up, leisure activity, and retail/office development to strengthen the commercial tax base, while promoting and encouraging programs that enhance the City's quality of life.
- Develops marketing strategies from market research to budget planning to measuring results; executes and implements marketing plans.
- Markets and promotes the City's business environment, quality of life and cultural arts through a variety of marketing media including, but not limited to, website, video, radio, internet, news outlets, and print materials.
- May represent the City at trade fairs; and Chamber of Commerce events develops and implements certain special projects and events that reinforce brand identity; coordinates the City's sponsorship programs and obtains sponsors for City events and initiatives; and with implementation of City cultural events.
- Researches and analyzes statistical data and business trends; writes and edits accurate, meaningful and readable copy; and creates marketing campaigns and tracks their impact on targeted audiences.
- Designs and implements cost-effective programs and events that promote the City and the downtown as a center of commerce and culture.
- Researches grant and award opportunities; writes grant and awards proposals and administers grants to support the department's goals and objectives; and researches applies for, and administers award opportunities for the City.
- Conducts research and prepares documentation, detailed reports, budgets, memoranda, PowerPoint presentations, and correspondence as necessary.
- Assists with various matters including, but not limited to, City Commission meetings, neighborhood meetings, and other matters as assigned.

TYPICAL QUALIFICATIONS:

- Bachelor's degree from an accredited college or university with major course work in Marketing, Communication, Advertising, Journalism, Public Relations, English, Business Administration or a related field.
- Three years of responsible and relevant marketing experience. Experience in the Public Sector is highly desirable.
- Possession of, or ability to obtain, an appropriate valid Florida driver's license.

SUPPLEMENTAL INFORMATION:

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.

The City of Coral Springs has the right to revise this position description at any time, and this position description does not represent in any way a contract of employment.

The City of Coral Springs is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Coral Springs provides reasonable accommodation to qualified individuals with disabilities.

APPLICATIONS MAY BE FILED ONLINE AT:
http://www.coralsprings.org

9500 W. Sample Road
Coral Springs, FL 33065
954-344-1150

csjobs@coralsprings.org

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**Economic Development Marketing Coordinator Supplemental Questionnaire**

* 1. Do you have a Bachelor's degree? If yes, in what field of study?

* 2. Do you have three years of responsible and relevant Marketing experience? If you answered YES you must provide detailed information.

* Required Question