

Placemaking Planner

Position Introduction

Do you have a passion for creating vibrant, active, authentic communities with a sense of place? We are offering an opportunity to develop and implement a dynamic program to attract and retain the next generation.

Can you lead an effort to enhance economic development and prosperity by attracting talent and knowledge businesses? Can you create and launch a marketing and communication program that utilizes social media and draws people to live and work in Sauk County? Are you looking for an opportunity that provides daily challenges, allows you to develop and work with skilled teams, and helps communities achieve success? As Sauk County's Placemaking Planner, you will have the opportunity to craft a new initiative by being creative, engaging, and a catalyst to helping Sauk County build communities around people!

Purpose of the Position

The Placemaking Planner is a two-year Limited Term Assignment* that will provide strong, strategic leadership to achieve measurable results and continuous implementation of Sauk County's Placemaking Initiative. The Placemaking Planner will:

Develop and implement a robust, multifaceted Placemaking program for Sauk County that distinguishes it from all other counties.

Develop a marketing and communication program to attract desired employers and workforce to Sauk County municipalities.

Work closely with municipalities to reflect Sauk County's Placemaking Initiative in their own marketing programs and develop a community marketing effort.

Identify and develop a sense of place for each of Sauk County's communities that collectively distinguishes Sauk County as a premier place to live and work.

Develop partnerships with public, private, non-profit, and community organizations that will collectively work together to position Sauk County as a premier location for new residents.

Persuade and assist municipalities to develop, adopt and implement their own unique Placemaking initiatives.

Work closely with participating municipalities to develop action-oriented projects that advance Sauk County's Placemaking Initiative.

* Depending on the outcomes of this project, the duration of this position may be extended or made permanent.

Essential Duties and Responsibilities

- Work with a multidisciplinary team of county and municipal professionals to fully develop a Placemaking Initiative process for participating municipalities in Sauk County identifying specific placemaking projects that will positively affect the municipality and Sauk County as a whole, through the transformation of physical places;
- Co-author a final report that describes the Placemaking Initiative and the process undertaken, including future initiative direction identified by each participating municipality;
- Develop a robust countywide marketing and communication program focusing on stakeholder- centered community marketing to attract residents and workers, visitors, and businesses to Sauk County;
- Interact with and seek feedback from the Millennial Task Force to assure that the Placemaking Initiative achieves an overall goal of the task force which is to 'Attract and retain adults age 25-35 to live and work in Sauk County, growing the percentage from 11.8% to 15% by 2030. This goal focuses on attracting young professionals;
- Develop, coordinate, and facilitate a strong, multi-platform, geo-targeted social media campaign (i.e. Facebook, Twitter, Snapchat, website, etc.) that gathers and disseminates information about events and activities throughout Sauk County and highlights outcomes of the Placemaking Initiative. Continually interface with the Millennial Task Force to evaluate the effectiveness of the social media campaign and make adjustments as necessary;
- Assess and evaluate municipal and community interest in placemaking project initiation and begin implementation of previously identified placemaking projects as appropriate.

Education and Experience Requirements

Required: Bachelor's degree in Planning, Community Development, Public Administration, Marketing, Urban/Community Design or related field, three years related experience, or any combination of education and experience that provides equivalent knowledge, skills, and abilities.

Preferred: Master's degree or combination of equivalent experience. Certified Planner certification issued by the American Institute of Certified Planners (AICP) preferred, however applicants who do not meet eligibility requirements for AICP are still encouraged to apply.

Successful candidates will be asked to demonstrate their use and understanding of social media at an interview.

Competencies

- Possession of strong interpersonal skills to develop good working relationships at various levels;
- Possession of strong public speaking skills and an ability to convey information in a clear and concise manner to intended audiences;
- Knowledge of rural, small town, and urban planning techniques as they relate to placemaking;
- Thorough knowledge of current social media techniques and demonstrated ability to utilize these techniques to gain followers (a follower is defined as someone who subscribes to and receives social media updates);
- Manage time and diverse projects under deadlines while delivering quality results;

- Work and communicate effectively with a diverse group of people including elected officials, county and municipal staff, media, and the public;
- Use functional reasoning in performing influence functions such as leading, directing, and controlling projects (project and people management).

About Sauk County

Located in southcentral Wisconsin, Sauk County is known for its magnificent landscapes, vast forested land, vibrant communities, and well-known arts and cultural events. Sauk County offers a unique quality of life and includes a mix of urban and rural lifestyles, thriving family-oriented communities, quality schools, and highly valued natural resources and outdoor recreation opportunities.

Salary and Benefits

Salary range is \$56,065 - \$59,266 plus a comprehensive benefits package including health and life insurance and Wisconsin Retirement Fund. Additional voluntary life, supplemental, dental, vision, accident, and short-term disability plans are available along with deferred compensation.

Apply

Apply online at www.co.sauk.wi.us. Application materials must be received by 11:59 PM Central Standard Time May 1, 2016.

Sauk County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

A full position description and additional information is available at www.co.sauk.wi.us