
Job Code:	Title: Placemaking Planner	Department:	CPZ
Reports To:	CPZ Director	FLSA Status:	Exempt
EEO Code:	6 Admin Support	Last Revision:	4/6/16

The following statements are intended to describe, in broad terms, the general functions and responsibility levels characteristic of positions assigned to this classification. They should not be viewed as an exhaustive list of all the specific duties and prerequisites applicable to the position.

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.

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.**

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.

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;

Additional Duties and Responsibilities

- Assist with the workflow of other planning related projects such as plan drafting and research, grant writing, meeting facilitation, and ordinance updates;
- Network with diverse groups, including placemaking stakeholders, government officials and the general public to recruit support for the placemaking initiative and publicize initiative efforts;
- Maintain a working knowledge of new developments in planning and placemaking;
- Assist lead department staff as necessary.

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).

Core Value Standards of Behavior

It is expected that all employees will demonstrate behaviors that support excellence as defined in Sauk County's Personnel Handbook.

Physical and Working Environment

- Work in the evenings and occasionally on the weekends;
- Ability to work under generally safe and comfortable working conditions where exposure to environmental factors such as temperature variations or extremes, odors, toxic agents, violence, noise, vibrations, wetness, machinery, disease and/or dust may cause discomfort and poses little risk of injury.

Acknowledgement

All requirements of the described position are subject to change over time where I may be required to perform other duties as requested by Sauk County. Further, I acknowledge that this job description is also not an employment contract. I have received, read, and understand the expectations for the successful performance of this job.

Printed Name: _____ Signature: _____

Date: _____

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.