



PO Box 007

400 Courthouse Square

Viroqua, WI 54665

PH 608-637-5379

Position Name: Economic Development Coordinator (Contract Position)
Compensation: Up to \$50,000
Reports To: Resources and Community Development Director and the Tourism, Promotion and Economic Development Committee

Position Summary

Vernon County is seeking an Economic Development Coordinator to lead the county's growth in economic development.

The county is seeking a candidate who has strengths in marketing and advertising, public outreach, public speaking, local development, working knowledge of local/state and federal programs and policies relating to economic development, leadership, organizational skills, business orientation and must be able to work independently.

Essential Duties

- Market, promote, plan, coordinate and implement county economic development activities.
- Work collaboratively with all communities and develop associations within the county to fulfill the promise of retention and expansion of businesses located in or contiguous to Vernon County.
- Meet with developers, business and industry representatives, and financial advisors to promote and answer questions regarding developments in the county.
- Provide resources and incentive program information on Revolving Loan Fund, Community Development Block Grant, TIF Districts, etc...
- Promote and educate the public on various programs regarding tourism, economic development, development opportunities, and grant funding.
- Develop and maintain Vernon County Tourism Promotion and Economic Development website content, brochures, detailed maps, newsletters, news stories and promotional materials for marketing.

- Utilize social networking services i.e. Facebook, twitter, blogs, etc. to promote parks, tourism and economic development initiatives in Vernon County.
- Develop and maintain professional working relationships to promote economic development and tourism throughout the county.
- Identify, develop and report qualifiable performance benchmarks
- Provide related administrative/clerical functions as required.

Note: Job duties may change as the program develops.

Education and Training Requirements

- Bachelor's degree in Community/Economic Development, Planning, Marketing, Business, Tourism Management, Public Administration or other related field required.
- Three to five years' experience in marketing, business assistance, community development, project management, planning or a combination of education and experience that provides equivalent knowledge, skills and abilities.
- Demonstrate leadership skills
- Proficient in Microsoft Office Suites
- Demonstrate effective oral, written and interpersonal communication skills.
- Experience in using social media as a marketing source desired.
- Valid motor vehicle operator's license required.

Apply by submitting your resume, business references and cover letter clearly identifying your qualifications related to the job duties and qualifications described above. Your cover letter is limited to two (2) typed pages. Applications must be received by 4pm, February 28, 2018 at:

Vernon County

Attn: Diane McGinnis

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Interviews will be schedule for the week of March 5th.