

Community Development Manager

City of Fennimore, Wisconsin

Position Type: Full or part-time

Salary: Commensurate with experience

Position Reports To: Public Relations Board & City Clerk

Application Deadline: Until filled

Overview:

The City of Fennimore is seeking a dynamic, community-minded individual to serve as its **Community Development Manager**. This position plays a vital role in enhancing the city's economic vitality by working in close coordination with the **City of Fennimore, Fennimore Area Chamber of Commerce, Fennimore Industrial and Economic Development Corporation (FIEDC), and community partners**. The successful candidate will be responsible for marketing the community, fostering community engagement, promoting tourism, and supporting business recruitment and retention efforts under the oversight of the Public Relations Board, consisting of one member of the City Council, FIEDC and Chamber Boards.

Key Responsibilities:

Community Marketing & Promotion

- Develop and implement strategic global marketing campaigns to highlight Fennimore as a great place to live, work, visit, and invest.
- Create digital and print content that promotes local events, amenities, businesses, and community assets.
- Maintain and grow the City's presence across social media, websites, and other communication channels.

Community Engagement & Public Relations

- Build and maintain strong working relationships with the Mayor, City Council, City departments, businesses, local organizations, volunteers, and residents.
- Support local events that build community pride, attract visitors, and increase quality of life.
- Serve as a liaison between the City, Chamber, local organizations, and residents to foster collaboration and engagement.
- Represent Fennimore at local and county meetings, professional boards, tourism councils, and public events.

Tourism Development & Visitor Experience

- Promote Fennimore as a regional tourism destination by highlighting its amenities, attractions, and events to boost tourism.
- Partner with regional tourism and travel entities to align marketing efforts, promotional materials, and share resources.
- Track and report tourism-related metrics and success stories.

Business & Economic Development

- Support business retention, expansion, and recruitment efforts, maintaining confidentiality when needed.
- Collaborate with economic development agencies to identify funding opportunities, research and pursue grants, and evaluate or create programs that benefit local businesses and the broader community.
- Provide technical assistance and promotional support to entrepreneurs and business owners.

Administrative Duties

- Organize and attend Chamber and FIEDC meetings; assist committee chairs as needed.
- Prepare and present monthly activity reports to the Public Relations Board, FIEDC, Chamber, and City Council.
- Provide support to the City Clerk's Office when needed.

Preferred Qualifications:

- Associate degree or equivalent in marketing, public relations, communications, economic development, business, public administration, or related field.
- Demonstrated experience in community engagement, event planning, marketing, or economic development.
- Effective leadership skills with experience managing projects, guiding teams, and working collaboratively with diverse groups.
- Strong interpersonal, written, and verbal communication skills.
- Proficiency in social media, website content management, and graphic design tools (e.g., Canva, Adobe Creative Suite).
- Ability to manage multiple projects, meet deadlines, and work both independently and collaboratively.

Why Fennimore?

Fennimore is a vibrant, close-knit community located in the scenic Driftless Region of Southwest Wisconsin. With strong schools, local pride, unique attractions, and a growing entrepreneurial spirit, Fennimore offers the perfect blend of small-town charm and big potential. Come help us shape our future and tell our story!