



| Job Title | Responsible To | Date Approved |
|----------------------------------|-----------------|---------------|
| Wausau Area Marketing Specialist | President & CEO | June 1, 2022 |

POSITION SUMMARY

The Wausau Area Marketing Specialist, made possible through a fund of the Community Foundation of North Central Wisconsin (CFONCW), advances the mission of the CFONCW by promoting the Wausau area as an ideal place to live, work, and enjoy life. The position is responsible for increasing the awareness and perception of opportunity in the community, as well as enhancing resident attachment within the Wausau area. The Wausau Area Marketing Specialist will coordinate, compliment, amplify, and accelerate related initiatives across the community.

MAJOR RESPONSIBILITIES

- This role is new for the community and few comparable positions exist throughout the country. As such, this position will be highly iterative. The goal of the role is to increase resident attachment to the community and to increase awareness of our community from outside the region. The process for developing programs to complete the work are open to interpretation and creation.
- Regardless of how the work is executed, measures of success will be in place to review performance and ultimately assess the long-term viability of this position. Key performance indicators will be developed within six months on the job, in coordination with an Advisory Team within the CFONCW. The Advisory Team consists of the Community Foundation President & CEO, one CFONCW donor, a City of Wausau Economic Development representative, and others who may be added as appropriate.
- Leads development and execution of the annual plan and budget for the initiative.

QUALIFICATIONS & REQUIREMENTS

- Knowledge of the Wausau area landscape and ecosystem in terms of people, geography, culture, and cultural, social, civic entities, civic groups, and businesses
- Able to collect, analyze, synthesize, compare, sort, classify, and assess data is required
- Strong interpersonal skills, excellent verbal and written communication and presentation skills
- Diplomatic, charismatic, gregarious, curious, passionate about Wausau, strategic, smart, and a bridge-builder
- Ability to write compellingly for varied audiences and communication channels
- Strong organizational and project management skills with attention to detail
- Proficient in MS Office, Adobe Suite, web content management, and social media platforms
- Strong work ethic, ethical compass, and ability to maintain confidentiality
- Must include 5 references, at least 3 from the Wausau area

EDUCATION AND/OR EXPERIENCE

- Well-acquainted with the Wausau area
- Experience building community, working with and consensus building in diverse populations, community marketing, and program development preferred
- Understanding of asset-based community development
- Combination of experience and/or education, with proven ability to deliver outstanding creative and measurable results

