

Job Description: Senior Director of Placemaking & Economic Development

Downtown Madison Inc (DMI) and Destination Madison (DM) are seeking a **Senior Director of Placemaking & Economic Development** to support high-quality mixed-use development and the creation of attractive, accessible, welcoming, and distinctive spaces in the Madison area. This position is responsible for advancing planning and projects that improve quality of life in our community by expanding opportunities to gather, work, play, and celebrate. This new role oversees a project portfolio that includes urban design, public art, public realm, and transformative placemaking projects that appeal to residents, employees, and visitors.

Primary Responsibilities

- Advocate for, help define, and promote development, redevelopment, and transformative placemaking projects that showcase the unique characteristics of Downtown Madison and the Greater Madison area.
- Project manage and oversee daily work on relevant initiatives included in the DMI Strategic Plan, Destination Madison Strategic Plan, Downtown Madison Strategic Visioning Plan and City of Madison's Downtown Plan.
- Collaborate with alliances on projects and programs related to economic development, infrastructure improvements, real estate development and urban planning.
- Represent DMI and Destination Madison in discussions and activities around physical planning, connectivity, placemaking, land use, zoning issues, and activation of the public realm in the Madison area.
- Direct and manage funds raised through campaigns and secure other funding sources through grants and sponsorships.
- In conjunction with the City of Madison, manage beautification efforts, creative placemaking, tactical urbanism, parklets and interim parks, wayfinding, streetscape, and public space enhancement projects.
- Continuously research best practices and seek new program ideas through external engagement and learning with professional groups such as the International Downtown Association.
- Develop and maintain positive and productive working relationships with appropriate entities at the local, state, and regional level in a variety of areas. Represents the organization's best interest on public committees and boards.
- Advise, consult, and provide information to the Presidents and governing Boards of DMI and DM regarding activities, achievements, upcoming initiatives, ongoing and upcoming work, the budget and potential issues.
- Perform other duties as assigned to support the mission and strategy of Destination Madison and Downtown Madison Inc.

Desired Skills and Abilities

- Creative and resourceful problem-solver with the ability to orchestrate people, funding, and support to accomplish goals in a timely and efficient manner.

- Prioritizes constructive relationships, builds rapport, and enjoys working with high levels of stakeholder engagement across many diverse groups and professionals from various industry sectors.
- Plans and directs work by setting objectives and relevant milestones to prioritize commitments in alignment with broader organizational goals.
- Effective communicator who listens attentively to the unique needs of different audiences, balances decisions, and adjusts messaging to fit the situation and audience.
- Facilitates breakthrough agreements by integrating diverse views and finding common ground or acceptable alternatives to gain support or commitment for project proposals.

Education & Experience:

- Bachelor's degree in urban design, landscape architecture, community planning or other field related to creative placemaking. Master's degree preferred.
- Minimum of 5-8 years of related professional experience with increasing levels of managerial or administrative responsibilities.
- Demonstrated passion for city building and downtown revitalization.

Job Specifications and Work Environment

The Senior Director of Placemaking is a full-time position that will be unique to the industry as a shared position within DMI and DM. Official reporting relationship will be to the President of Destination Madison with additional project accountability to the President of Downtown Madison Inc.

- Primarily perform work in Destination Madison's downtown office, with flexibility to work remotely based on job duties and organizational policies
- Standard office hours are Monday through Friday, 8:00am to 5:00pm, but there may be an occasional need to work outside those hours
- Frequent travel within the Madison and Dane County area is required. Occasional travel (1-3 times per year) for various conferences and professional development is expected.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

Compensation and Benefits

The expected pay range for this position is \$100,000 to \$110,000 per year, commensurate with experience. A comprehensive benefits package is offered including health insurance, dental insurance, health savings account contribution, 401k, paid time off, and Metro Bus pass/parking.

Application Instructions

To be considered for this position, please submit an updated resume and cover letter through the following link: <https://destination-madison.hiringthing.com/job/829801/senior-director-of-placemaking-and-economic-development>

About DMI

Downtown Madison, Inc. (DMI) is a not-for-profit, membership organization and the voice of the central city. Formed more than four (4) decades ago, DMI advocates for the health and vitality of downtown Madison and exists because of and for our members. Businesses, residents, non-profit organizations, and local government agencies provide their unique expertise to help us accomplish our mission to make Downtown Madison an economically strong, inclusive, equitable, and vibrant place to live, work, and visit.

About Destination Madison

Destination Madison is dedicated to creating economic impact through tourism. The effects of Madison's tourism industry benefit residents in Dane County in key areas including jobs, community services and quality of life. Destination Madison promotes Madison to new and repeat visitors, attract events to the community, and strengthen the local hospitality industry through advocacy and partner support.

Diversity and Inclusiveness

DMI and DM strive to create diverse and inclusive workplaces. We highly encourage qualified applicants regardless of age, color, creed, disability, ethnicity, gender, gender identity or expression, marital status, national origin, race, religion, sexual orientation, military or veteran status, or any combination of these or related factors, to apply for consideration. DMI and DM are Equal Opportunity Employers.

DMI Values Statement

DMI strives to be an inclusive organization committed to respect and generosity of spirit. We believe that diversity strengthens downtown Madison and our entire community and encourage our members to engage with, learn from, and develop an understanding of others.

Destination Madison DEAI Statement

Destination Madison acknowledges our region's story is a vibrant patchwork of histories, successes, challenges and perspectives. The land we occupy is the current and ancestral home of the Ho-Chunk Nation, and we honor their elders past, present and future. We continue to amplify Madison's diverse range of voices and visions to share our community with visitors. We are on this journey together with staff, leadership, partners and community, requiring us to look inside with curiosity and take action to disrupt the individual and organizational biases that have limited our view. Our DEAI commitment involves continual learning and unlearning while encouraging each other to grow and make Madison a place for all.