

THE POSITION

The Village of Huntley is seeking a Marketing and Recruitment Specialist to lead the Village's branding and business attraction efforts. Attracting new shopping, dining, recreational, and job opportunities is a key priority of the Village Board. This position is appointed by and reports directly to the Village Manager. The Marketing and Recruitment Specialist is responsible for marketing, communications, planning and implementation of the Village's Economic Development Strategic Plan for recruitment of businesses to Huntley by working with the Village Manager's Office to continuously improve the image and perception of the Village on a local, regional, and national level.

PRIMARY RESPONSIBILITIES

- Manage Huntley's marketing efforts to enhance the Village's image with global corporate executives, site selection professionals, regional and national real estate professionals, and potential workforce
- Drive messaging and awareness of the "HuntleyFirst" economic development website including but not limited to: updating and creating new web content, generating increased views of the web site for new and repeat visitors; and helping influence user time spent on the website
- Manage social media campaigns promoting the Huntley community by developing new and relevant content promoting the Village as the location of choice for new business and residents
- Help prepare presentations, reports and informational material for executives, site professionals, real estate consultants, and other key decision-makers considering a location in Huntley
- Respond to and complete requests for information regarding the community
- Develop marketing material that includes reports, presentations and site-specific pieces
- Lead, coordinate and direct events and public outreach programs related to business retention and attraction
- Maintain Village brand standards, content management, and marketing assets to ensure consistent messaging
- Perform and execute special projects as assigned by the Village Manager's Office



QUALIFICATIONS, EDUCATION, AND EXPERIENCE

- Bachelor's Degree in marketing, business, communications, or related field that provides a thorough knowledge of marketing principles, branding, and communications
- At least 5 years of proven marketing experience, with economic development marketing experience a plus
- Outstanding communication, both written and verbal, and interpersonal skills
- Basic graphic design and previous experience working with a web content management system
- Proficient in Microsoft Office including Word, Excel, Publisher, PowerPoint, Adobe, and design software
- Experience designing marketing materials and implementing marketing programs

COMPENSATION

Salary range for this position is dependent upon qualifications, experience, skills, education, knowledge, and abilities.

APPLICATION

Candidates should apply no later than April 26, 2019 with résumé, cover letter, salary requirements, and contact information for 5 work-related references to:

David J. Johnson
Village Manager
Village of Huntley
10987 Main Street
Huntley, IL 60142
djohnson@huntley.il.us



COMMUNITY BACKGROUND

Huntley is a home-rule community located at the crossroads of Interstate 90 and Illinois Route 47, approximately 45 miles northwest of Chicago and 30 miles south of Lake Geneva, WI, within the counties of McHenry and Kane with a land area of approximately 14 square miles. Huntley has been recognized as one of the “50 Safest Cities in Illinois” and the number one “Best Places for Home Ownership in Illinois.”

Known as “the friendly Village with country charm,” Huntley provides a full range of municipal services including public safety (police), streets, water and wastewater treatment, economic development, planning and zoning, building inspection and code enforcement, public improvements and general administrative services. Parks and recreation, fire protection, and library services are provided by separate taxing bodies.

Huntley is among the fastest growing communities in the Chicago area. In 2000, the population was 5,730. By 2010, the population had increased more than 300% to 24,291 per the 2010 Census. A special census completed in 2016 identified the population at 26,632 and resulted in the Village achieving home rule status.

This growth came from new families locating within newly developed subdivisions and the Sun City Huntley active adult community, the largest active adult community (age 55 and over) in the Midwest at over 5,600 units. New residential development continued through the downturn in the economy and Huntley remained a leader in the Chicago area for new residential construction. To serve the region’s growing population, Centegra Health System, now Northwestern Medicine, completed construction of a new \$200 million, 128-bed hospital in Huntley that opened in August, 2016.

Recent transportation infrastructure improvements in the amount of \$100 million include the widening of Route 47, a reconstructed full access interchange at I-90 and Route 47, and the western extension of Kreutzer Road. The Village’s primary economic development opportunities are located along Route 47. Weber-Stephen Products, the maker of Weber Grills, moved its global distribution operations into a newly constructed \$75 million 757,000 square foot facility near the I-90/Route 47 in 2015.

Another priority for the Village is the redevelopment of the downtown. The Village established a Tax Increment Finance (TIF) District for the downtown and adjacent Route 47 corridor in 2013 to assist with the redevelopment of the area. The following year, the Village Board approved a \$4 million debt issuance to provide funds for streetscape improvements, which were completed in 2015. The Village has also invested additional funds of approximately \$1 million in downtown businesses through the Façade Improvement Grant Program, the renovation of the building which now serves as the McHenry County Visitor Center, and new buildings constructed with TIF assistance.

The local community is committed to providing its young people with a quality education. Huntley Community School District 158 serves Huntley as well as students from adjacent communities. The high school campus is located within the Village, and one of the other campuses with schools serving pre-k



VILLAGE OF HUNTLEY, ILLINOIS

MARKETING AND RECRUITMENT SPECIALIST

through 8th grade is located immediately adjacent to the Village. Huntley High School has recently undergone an expansion to serve the estimated 3,000 students at the school.

The Huntley Park District provides a variety of park and recreational opportunities for residents of all ages. The Park District operates Stingray Bay, a family aquatic center, as well as Pinecrest Golf Club. The McHenry County Conservation District owns or manages more than 23,000 acres of open space in McHenry County. Twenty-seven sites are open to the public on a year-round basis. Trails, picnic shelters, camping and fishing sites, educational facilities, and more are offered at these locations.

VILLAGE GOVERNMENT

The Village is a home rule municipality governed by a Village President (Mayor) and a board of six trustees who make up the Village Board of Trustees. The Board of Trustees also acts as the Village's Liquor Commission. The Village President and Board of Trustees are elected at-large to four-year, staggered terms. The next mayoral election will be held in April, 2021.

The Village operates under the Council/ Manager form of government. The full-time Village Manager, appointed in 2008, is responsible for the daily operations of the Village and is responsible for the supervision and coordination of all Departments.

Additional information regarding the Village of Huntley can be found at www.huntley.il.us and the Village's economic development website HuntleyFirst, www.huntleyfirst.com.

