

Position Announcement

City Administrator

City of Viroqua, WI (Population 4,524)

The City of Viroqua, located in scenic Vernon County, WI is seeking a City Administrator to succeed the current one who has accepted the role of County Coordinator. The ideal candidate is a dynamic team builder and a leader in addressing community issues, possesses high integrity and strong work ethic, with positive communication skills and a creative, collaborative style to bring together this vibrant and growing community.

Viroqua, located in the heart of the Driftless region of southwest Wisconsin, is the County Seat and is an accredited Main Street America city. Its downtown is listed on the Wisconsin and National Register of Historic Places. Viroqua is known for its strong community service & engagement, unique local businesses, thriving arts, music, organic food and outdoor recreation offerings. It is home to a newly built City Hall, Fire Station & Police Station, a strong school system, a range of wellness and healthcare resources, an airport, over 100 acres of park and recreation space inside the city limits, and is within 25 minutes from the Kickapoo Valley Reserve, an 8,500 acre outdoor recreation attraction that hosts some of the most rare and best trout fishing and trail access in the Country. The City and its nonprofit chamber of commerce, the Viroqua Chamber Main Street, in collaboration with other active economic development entities, actively promote small business development and success through several state and federal programs and resilient, collaborative business solutions. Viroqua is 45 minutes from La Crosse and 2 hours from Eau Claire and Madison, WI. Viroqua is a full-service community that outperforms expectations and combines a strong, vibrant downtown with the natural beauty of the landscape; it is the ideal community in which to grow up, call home, serve your neighbors, play with friends, and grow old.

Salary \$90,000-\$110,000 plus excellent benefits, DOQ. The mayor and nine (9) member Council are elected on a non-partisan basis, serving 2-year, staggered terms. Viroqua has a \$6.3M General Fund budget (including debt service), supported by a \$2.95M tax levy. The Water Utility operates with a \$1.14M Budget and Sewer Utility budget is \$1.56M. The City has a 5-year CIP, 2 open TID's (6-7), 38 FT and approx. 58+/- PT employees. Future emphasis on work that maintains Viroqua's strong sense of place while managing and stewarding the growth process. Staff and Department Heads will work together, with the Administrator, Council and the Mayor to ensure there is a safe, affordable, available housing inventory, an engine for economic development/redevelopment, sound budgeting, smooth coordination of several capital improvement projects and future planning across all departments. The team, along with input from the public, will finish updating and adopt the new comprehensive plans, focus on implementation, and look to the new Administrator to lead active projects across all departments including the exciting community build of one of our beloved playgrounds, this fall.

Required, bachelor's degree in public administration or related field; with at least 5 years progressive municipal management experience or a combination of education & experience that provides equivalent knowledge, skills & abilities required. Preferred, master's degree in public administration. The ideal candidate possesses a successful track record of economic development. Residency is encouraged but not required. The City desires a dedicated, innovative, and team-focused candidate with a strong background in budget development, grant writing, strategic community planning and project management and a leader with team building skills. The successful candidate shall possess a high degree of integrity, have open & positive communication skills, a track record of relationship

building with a strong work ethic. Candidates with federal government, private sector or military experience will be considered if they can demonstrate accomplishments that directly relate to necessary skills identified.

Visit the community website [here](#) or the detailed community/position Profile on the Public Administration Website <https://public-administration.com/employment-opportunities/> for more information.

Send cover letter, resume, salary history and references to Public Administration Associates, LLC, Attn: Shawn Murphy, Associate; 24505 250th Avenue Holcombe, WI 54745 or e-mail smurphy@public-administration.com; phone 608-370-1663, by 3:00 pm on **June 24, 2026**. Confidentiality must be requested by the applicant and cannot be guaranteed for finalists.