



Director of Parks and Recreation

Summary

Direct, manage, oversee and integrate the activities and operations of the Parks and Recreation Department, including a variety of recreational programs and activities, maintenance and operation of City pools, parks and facilities; coordinate assigned activities with other departments and outside agencies; foster cooperative working relationships with civic groups, intergovernmental agencies and City staff; and provide highly responsible and complex administrative support to the City Manager.

Class Characteristics

General administrative direction is provided by the City Manager. Responsibilities include the direct and indirect supervision of management, supervisory, professional, technical, and/or support staff. The Director must work well with the City Manager, other department directors, neighboring cities, and a variety of other local and regional entities.

This class is a department director with responsibility for overall policy development, program planning, fiscal management, and general administrative and operational direction of divisions within the functional areas assigned. The incumbent is responsible for accomplishing departmental goals and objectives and for furthering City's goals and objectives within general policy guidelines. Work is performed with a maximum amount of independence within established policies and procedures set forth by the City Manager and other relevant laws, ordinances and regulations.

Essential Duties, Skills, and Demands of the Position

The duties, skills, and demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential duties, skills, and demands.

Duties:

Provide effective management and oversight of all Parks and Recreation Department services and activities, including a variety of recreational programs and activities, including the scheduling and conducting of events, operation and maintenance of parks, playground areas, landscaped medians, parkways, miscellaneous landscapes, and City-owned public assembly facilities.

Develop, plan, and implement department goals, providing strong direction about objectives, policies, procedures, and priorities; oversee short-and long-term planning.

Provide effective direction and oversight and participate in the development of the Parks and Recreation Department work plan; assign work activities, projects, and programs; monitor work flow; review and evaluate work products, methods, and procedures.

Participate in the development and administration of the operations and Capital Improvement Program budget, and the Parks and Recreation Department budget, including sourcing of funding; direct the forecast of additional funds needed for staffing, equipment, materials, and supplies;

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monitor and approve departmental expenditures; direct preparation and implementation of budgetary adjustments as necessary.

Select, train, and motivate personnel; provide or coordinate staff training; conduct performance evaluations on a timely basis; implement discipline procedures; maintain discipline and high standards necessary for the efficient and professional operation of the Department.

Monitor and evaluate the efficiency and effectiveness of department methods and procedures and administrative and support systems; identify opportunities for improvement; direct the implementation of changes.

Advise City management and support staff regarding ongoing physical and financial needs for park areas, facilities and programs; develop specific proposals for action on current and future community needs.

Administer facility lease agreements, establish and recommend updated fee schedules, oversee Landscape Assessment District maintenance plan and annual reporting.

Consult with stakeholders concerning park planning, development and operation; coordinate programs; oversee agreements for the joint use of property, land acquisition, and the design, modification and construction of parks and facilities.

Coordinate interdepartmental activities as well as City activities with outside agencies and organizations.

Provide administrative assistance to the City Manager and City Council; prepare and present reports to the City Council and assigned committees and commissions; serve as liaison to the Recreation, Music and Parks Commission.

Conduct public engagement regarding departmental programs and activities; represent the department to outside groups and organizations; participate in outside community and professional groups and committees providing technical assistance as necessary.

Oversee the marketing of recreation programs and activities; approve the design, publication and distribution of activity guides, press releases, and collateral materials; represent the department when dealing with news media.

Conduct organizational and operational studies and recommend modifications to programs, policies, and procedures as appropriate.

Plan, organize and initiate applications for federal, state and/or private agency grant funds.

Respond to and resolve difficult and sensitive resident complaints and inquiries and represent the City on all issues related to assigned areas of responsibility.

Direct the negotiation and execution of a variety of contracts and agreements; ensure outside contractors and consultants comply with City standards.

Perform related duties as assigned.

Skills/Abilities:

Plan, organize, manage, coordinate, and supervise the functions and services of the department to achieve efficient operations and achieve program goals.

Direct the gathering, organization, analysis, and presentation of a variety of data and information.

Prepare clear, concise, and accurate records and reports. Evaluate, formulate, and develop recommendations for improvements to City operations, programs, and services.

Provide advice and consultation to the City Council on the development of ordinances, regulations, programs, and policies.

Communicate clearly and concisely, orally and in writing during public presentations and meetings with internal staff, City Council and commissions and committees.

Exercise supervisory and management authority tactfully and effectively.

Effectively represent the City's policies, programs, and services with the public, community organizations, City staff, and other government agencies.

Research and analyze new service delivery methods and procedures.

Exercise sound, independent judgment within established guidelines.

Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.

Establish and maintain cooperative working relationships with those contacted in the course of duties.

Physical Demands and Work Environment:

An employee is regularly required to sit at a desk and in meetings for long periods of time; talk or hear, in person, in meetings and by telephone; use hands and fingers to handle, feel or operate standard office equipment; and reach with hands and arms. Intermittently, twist to reach equipment surrounding the desk; walk to observe department activities; bend and squat to perform file searches; perform simple grasping and fine manipulation; use a telephone and write or use a keyboard to communicate through written means; operate an automobile to attend various meetings and workshops. While performing duties, the employee is regularly required to use written and oral communication skills; analyze community service, budget and technical reports; interpret and evaluate staff reports; know laws, regulations and codes; observe performance and evaluate staff; identify solutions to community service issues; remember personnel rules, legal and code requirements; explain and interpret codes, policies and procedures; and interact with City management, other government officials, contractors, vendors, employees and the public.

Qualifications

Knowledge of:

Principles and practices of public administration including administrative analysis, fiscal planning, policy, and program development.

Operational characteristics, services and activities of a comprehensive parks and recreation program.

Principles and practices of park and landscape maintenance, cultivation and horticulture.

Principles and practices of facilities maintenance management.

Public recreation trends and community needs and resources.

Theories, principles, methods, and equipment used in recreation operations and maintenance.

Rules, regulations, and ordinances pertaining to recreation programs and facilities, including safety, fitness, aquatic, and related specialty practices.

Federal, state, and local regulatory requirements, including applicable laws, codes, ordinances, regulations, and guidelines.

Public purchasing, requisition practices and procedures, and contract administration.

Organizational and management practices as applied to the analysis and evaluation of programs, policies, and operational needs.

Principles and practices of budget preparation and administration.

Principles and practices of effective public relations.

Principles and practices of leadership, motivation, teambuilding, and conflict resolution.

Principles and practices of supervision, training, and performance evaluation.

Occupational health and safety standard practices.

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

Education and Experience

Any combination equivalent to the education and experience likely to provide the required knowledge and abilities would be qualifying. A typical way to gain such knowledge and abilities is described below.

Education:

A Bachelor's degree with major course work in public administration, business administration, parks and recreation administration or a field related to the essential functions of this position. A Master's degree with major course work in a related field is desirable.

Experience:

Seven years of progressively responsible, professional public sector experience in municipal parks and recreation management or administration, including three years in a supervisory capacity.

Certifications/Licenses:

Possession of a valid California Class C driver's license.

Past or current participation in professional development programming offered by the California Parks and Recreation Society (CPRS) and/or certification obtained from the National Parks and Recreation Association (NPRA) is desirable.

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Department: Parks and Recreation

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