

PARKS, ARTS, RECREATION & COMMUNITY (PARC) DIRECTOR

General Statement of Duties

Performs professional, administrative, and managerial duties in planning, developing, and organizing the Town of Rutherfordton's parks, arts, recreation, cultural programming, and community engagement initiatives.

This is a foundational position responsible for launching and leading the Town's first dedicated Parks, Arts, Recreation & Community (PARC) Department, managing the Rutherfordton Recreation Trust Fund, and aligning the Town's parks and recreation services with its strategic vision for growth and quality of life.

Distinguishing Features of the Class

An employee in this class performs a wide variety of administrative, supervisory, and professional duties in managing the Town's parks, recreation, arts, and cultural programs. The Director will build a department from the ground up, establishing policies and procedures, guiding growth and development, and shaping future programming and facility needs.

The employee develops and plans operational strategies, oversees daily activities, and manages short-term priorities and long-range planning, including capital improvements, new facility development, and trail expansion.

This position includes extensive public engagement, working with civic organizations, schools, sports leagues, arts groups, county and town officials, and residents to build partnerships and expand opportunities for recreation and community connection.

The Director manages the Rutherfordton Recreation Committee, ensuring citizen oversight of parks, cultural programs, youth initiatives, and other community-based activities.

Work is performed indoors and outdoors and may involve exposure to hazards such as inclement weather, noise, and OSHA-defined bloodborne pathogens. The position reports directly to the Town Manager and is evaluated through conferences, reports, and feedback from the public.

Duties and Responsibilities

Essential Duties and Tasks

- **Strategic Leadership & Planning**
 - Establish and lead the newly created PARC Department.
 - Develop goals, policies, and priorities in collaboration with the Parks & Recreation Committee and the Town Manager.
 - Implement the Parks & Recreation Master Plan, ensuring alignment with Rutherfordton's growth and community vision.
 - Strategically manage the Rutherfordton Recreation Trust Fund to maximize impact.
- **Program Development & Community Engagement**
 - Create and manage a diverse range of recreation, arts, and cultural programming for all ages and interest levels.
 - Plan and oversee events, athletic leagues, youth camps, senior activities, and cultural festivals.
 - Build partnerships with schools, nonprofits, sports leagues, and arts organizations to expand offerings.
 - Serve as the Town's primary representative for all recreation and community

- programming collaborations.
- **Operations & Facility Management**
 - Oversee daily operations of parks, trails, greenways, and recreational facilities.
 - Coordinate with Public Works on maintenance, capital projects, and new facility construction.
 - Conduct regular inspections to ensure safety, accessibility, and compliance with ADA and liability prevention standards.
 - Manage scheduling and reporting for facility use, equipment, and events.
- **Financial Stewardship**
 - Prepare and manage the department budget.
 - Pursue grants, sponsorships, and external funding opportunities.
 - Ensure responsible fiscal stewardship and accurate financial reporting.
- **Staffing & Leadership**
 - Recruit, train, and supervise part-time and seasonal staff.
 - Provide mentorship and performance evaluations for employees and volunteers.
 - Develop staff training programs to ensure excellent customer service and safety.
- **Public Relations & Outreach**
 - Promote programs and services through press releases, social media, and community events.
 - Attend meetings of boards, civic groups, and agencies to share department updates and needs.
 - Act as a community ambassador for parks, arts, and recreation initiatives.

Additional Job Duties

- Perform related duties as assigned by the Town Manager.
- Respond to community needs and emergencies, including occasional evening, weekend, and holiday work.

Knowledge, Skills, and Abilities

- Thorough knowledge of municipal parks, arts, and recreation management principles and best practices.
- Strong understanding of facility planning, trail development, and long-range strategic planning.
- Familiarity with liability prevention, safety standards, and ADA compliance in parks and recreation operations.
- Considerable knowledge of public sector budgeting, purchasing, grant administration, and personnel management.
- Proven ability to develop, grow, and manage community programming for diverse populations.
- Strong leadership and supervisory skills, including team building, coaching, and performance management.
- Effective public speaking, communication, and relationship-building skills.
- Ability to write policies, grants, reports, and strategic plans.
- Skill in collaborative problem-solving and conflict resolution.
- Technological proficiency for scheduling, reporting, budgeting, and public communications.

Physical Requirements

- Ability to perform medium work, including lifting up to 50 lbs. occasionally.
- Physical functions include standing, walking, bending, kneeling, climbing, balancing, pushing, pulling, and repetitive motions.

- Visual acuity required for reading reports, operating a computer, driving, and inspecting facilities.

Desirable Education and Experience

- Bachelor's degree in Recreation Administration, Parks Management, Public Administration, or a related field required.
- Minimum of 3 years of progressive experience in municipal parks and recreation management, including at least 1 year of supervisory experience.
- CPR and First Aid certification required or ability to obtain within 90 days of hire.
- CPRP certification preferred but not required.
- Equivalent combinations of education and experience may be considered.

Special Requirements

- Possession of a valid North Carolina driver's license.
- Ability to work evenings, weekends, and holidays to support programs and events.

Background Check Requirement: As required by North Carolina law (Session Law 2025-16), applicants for positions whose duties include working with children must successfully complete a fingerprint-based state and national criminal history record check conducted by the North Carolina State Bureau of Investigation (SBI). A conditional offer of employment will be extended pending the successful completion of this check. Employment is contingent upon satisfactory results. (Effective October 1, 2025.)