

Job Announcement

Position Title: Parks, Arts, Recreation & Community (PARC) Director

Department: PARC – Parks, Arts, Recreation & Community

Reports To: Town Manager

Salary Range: \$48,500 – \$58,000, commensurate with experience

FLSA Status: Exempt

Application Deadline: Open until filled

Position Summary

The Town of Rutherfordton is seeking a highly motivated, visionary leader to serve as the first Director of the Parks, Arts, Recreation & Community (PARC) Department. This is a unique opportunity to establish and lead a new department, providing oversight for parks, trails, athletic fields, community spaces, arts, and cultural programming.

The PARC Director will play a key role in implementing the Town's 2025 Action Plan, shaping a department that supports long-term community growth, sustainability, and quality of life. This includes expanding active and passive recreation opportunities, enhancing cultural programming, and developing community events that foster engagement and pride. This position requires a self-starter who excels at both strategic planning and hands-on, boots-on-the-ground execution, with strong town and community support to ensure success.

The Town of Rutherfordton: Where Vision Meets Action in Community Recreation

While Rutherfordton is a small town, it already boasts a robust and diverse network of parks, trails, recreation, and cultural assets. From neighborhood parks like Crestview, Fairview and Kiwanis, to specialized facilities such as the Marshall Dog Park and Main St. Park, to regional assets like the Purple Martin Greenway and Thermal Belt Rail Trail, the town provides residents with exceptional opportunities for recreation, arts, and community engagement. Cultural landmarks like the Bechtler House Heritage Museum and community spaces like the Rutherfordton Clubhouse further enrich the town's offerings.

This strong foundation gives the PARC Director a rich platform to lead, expand, and enhance parks, arts, recreation, and community programs, while shaping Rutherfordton's vision for the future.

Essential Duties and Responsibilities

- Lead daily operations and long-term planning for all PARC programs, facilities, and trails.
- Coordinate maintenance and capital improvement projects with Public Works.
- Develop and oversee recreational programs, arts initiatives, and community events.

- Build strong partnerships with schools, nonprofits, civic organizations, and sports leagues.
- Serve as primary liaison to community groups and regional partners.
- Supervise, recruit, and develop seasonal and part-time staff.
- Oversee grants and explore new funding opportunities to sustain and grow programs.
- Work closely with the Parks & Recreation Committee to guide strategic growth and capital investment.
- Advance current projects, including Norris Park, Crestview Park improvements, Purple Martin Greenway expansion, and the Parks & Recreation Master Plan.

Required Knowledge, Skills, and Abilities

- Strong knowledge of municipal parks and recreation administration, programming, and operations.
- Ability to develop and implement innovative programs and cultural initiatives.
- Hands-on leadership skills, with the ability to balance strategic planning and direct operational involvement.
- Excellent communication, collaboration, and interpersonal skills.
- Experience managing budgets, grants, and public funding sources.
- Proven ability to build and sustain community partnerships.

Education and Experience

- Bachelor's degree in Parks & Recreation Management, Public Administration, or related field (or equivalent experience).
- Minimum of 3 years of progressive parks and recreation experience, including at least 1 year in a supervisory role.
- CPR and First Aid certification required (or ability to obtain).
- Certified Parks and Recreation Professional (CPRP) preferred.

Special Requirement

In compliance with North Carolina law, effective October 1, 2025, applicants for positions that involve working with youth must successfully complete a fingerprint-based state and national criminal history background check conducted by the NC State Bureau of Investigation (SBI). Employment is contingent upon satisfactory completion.

Why Work for Rutherfordton

- Build a Department from the Ground Up: Define the culture, programs, and vision for a new department.
- Meaningful Community Impact: Parks, arts, and recreation are essential services that improve residents' lives.
- Exciting Projects Already Underway: Launch major initiatives, including Norris Park, trail expansion, and facility upgrades.
- Collaborative Team Environment: Work closely with the Town Manager, Town Council, and Parks & Recreation Committee.
- Beautiful, Thriving Community: Historic downtown, access to Broad River, Western North Carolina, and nearby cities, all with a strong sense of community.

The Town of Rutherfordton offers a comprehensive benefits package designed to support your health, retirement, and work-life balance:

- Medical, dental, vision, and life insurance coverage
- Participation in North Carolina Local Government Retirement System (NCLGERS)
- 5% employer contribution to 401(k) plan
- 13 paid holidays per year
- Sick leave accrual, with transfer of sick time for current NCLGERS employees
- 2 weeks of vacation annually
- Compensatory time accrual for eligible hours
- Town provided Cell Phone
- Additional employee benefits and wellness opportunities

This package is designed to support the PARC Director both professionally and personally, allowing you to focus on building and leading Rutherfordton's parks, arts, recreation, and community initiatives.

Physical Requirements

- Must be able to perform medium work, including lifting up to 50 pounds occasionally.
- Ability to stand, walk, bend, kneel, and perform repetitive motions while inspecting parks and facilities.
- Visual acuity necessary for reading reports, analyzing data, and safe operation of vehicles and equipment.

To Apply

Submit your resume, cover letter, and references to:
Town of Rutherfordton, Attn: Town Manager