



PARKS & RECREATION DIRECTOR AND PUBLIC RELATIONS DIRECTOR

This position is classified as Exempt for the purposes of the Fair Labor Standards Act.

Duties and Activities:

- Plans, organizes, coordinates, publicizes, promotes, attends and facilitates Town events, parades and festivals, including the Strawberry Festival, Freedomfest, Cyclocross, Mountain Harvest Kitchen, Tanasi, Bogart-Bowman Museum, History Committee, Gateway Enhancement, Safe Routes to Schools, Parks & Recreation activities and the Unicoi Business Alliance activities;
- Conduct follow up reviews of events, parades and activities to develop improvements;
- Attends Town meetings such as BMA, History, Mountain Harvest Kitchen, Tanasi and Unicoi Business Alliance, Strategic Planning and Staff Meetings to present reports, participate and help as directed;
- Design and distribute flyers, posters, advertisements, information packets and weekly news releases for Town events, parades and progress on projects;
- Publishes and distributes a quarterly newsletter;
- Help recruit volunteers, donations and sponsors for events, parades and activities along with the Recreation Aid
- Supervise the Recreation aid
- Train volunteers for events, parades and activities;
- Assists in fund raising and grant writing;
- Develop, maintain and update the Town website and Face Book to promote Town events, parades, activities, meetings and progress on projects;
- Promote the Town Buffalo Brand in all verbal and printed communications;
- Promote and coordinate Town facility usage;
- Oversee and maintain all Town facilities, develop building procedures, records usage and repairs and perform cleaning and repairs as necessary;
- Survey citizens, leaders and businesses to asses needs and develop potential facility users especially the for the Mountain Harvest Kitchen;
- Conduct regular visits to Town businesses and update the Business Directory;
- Plans, organizes and facilitates new business's Grand Openings;
- Develop ideas for events such as interpretive trails, hiking trips, bird watching, fishing events and other nature activities and review with City Recorder and Mayor;
- Develop and maintain a Town Brochure;
- Promote and coordinate Town events, parades and activities with other county and regional groups;
- Develop a Parks and Recreation Board, establish and attend regular meetings;
- Develop an Operations Manual for Public Relations, Parks & Recreation including Town Events and parades;
- Reports ideas, issues, activities and progress weekly in writing to the City Recorder and Mayor;

- Reports verbally to the Board of Mayor and Aldermen monthly and provide the City Recorder a written monthly report for the record;
- Perform other duties and attends other meetings as assigned by the City Recorder and Mayor;
- Immediate Supervisor: Mayor

Requirements:

- Must have a 4-year college degree from an accredited college in Parks and Recreation or related field and one (1) year experience;
- Must have a valid driver's license and auto insurance and operate Town vehicles as necessary to perform duties listed above;
- Must have or obtain within the first six months of employment Basic First Aid Certification; optional to have or obtain CPR / AED Certifications within the first year of employment; Certified Parks and Recreation Professional (CPRP) is preferred;
- Knowledge to operate modern office equipment such as copiers, printers, scanners, facsimiles, computers, projectors, etc.
- Interact with citizens, employees, volunteers, local and regional elected officials and others in writing and verbally to represent the Town in a professional manner in all activities and meetings;
- Safely operate motor vehicles and equipment necessary to perform the duties described above;
- Ability to work indoors and outdoors and in inclement weather as required to perform the duties listed above;
- There may be exposure to dust, pollen, smoke, fumes, chemicals, blood borne pathogens, noise, toxic substances, moving parts and may have to wear protective clothes and devices as required;
- Follow Town Budget, Purchasing Guidelines, Ordinances, Resolutions, Personnel Policy and other procedures;
- May be required to lift objects greater than 25 pounds, intermittently stand, sit, walk, stoop, climb stairs, reach up or down, traverse uneven surfaces or hilly terrain, work long days, evenings, week-ends, holidays to perform tasks using proper and safe techniques.
- Establish and maintain a record filing system for Town events, parades, activities, facility usage and repairs;
- Meets deadlines and work schedules on a timely basis;

Approved November 27, 2017

Johnny Lynch, Mayor

Larry B. Rea, City Recorder

Received by:

Print Name

Date

Signature