



Job Description

Department: Recreation & Pool
Job Title: Parks and Recreation Director
Reports to: City Administrator
Date job description last revised: March 2019

Status: Exempt
Job Level: 9

GENERAL DESCRIPTION OF DUTIES:

Oversee planning, organization, coordination and supervision of community recreation and leisure programs, activities and events to provide a wide range of opportunities for various interest and ability levels of participants. Manage City recreation facilities / amenities, including a municipal swimming pool and various parks, open space areas and trails. Manage the Hot Springs Aquatic Center operations on a day-to-day basis. Manage City-sponsored tourism and recreation events.

REPORTING RELATIONSHIPS:

Reports to the City Administrator.

Provides direct and indirect supervision of staff, contract labor and volunteers at the aquatic center, and in a variety of recreation programs for the City of Salida.

ESSENTIAL DUTIES:

The following statements are illustrative of the essential functions of the job and do not include other nonessential or peripheral duties that may be required. The City of Salida retains the right to modify or change the duties or essential and additional functions of the job at any time.

- Oversee the development and implementation of community Recreation and Aquatic Center program goals, objectives, policies and priorities. Identify community needs and respond accordingly.
- Develop long range plans for the Aquatic Center, recreation, parks, open space and trails.
- Coordinate master planning for current and future recreation facilities and amenities.
- Write and administer grants related to recreation facilities and programs.
- Serve as an ex-officio member of the Recreation Advisory Board, providing insight into current City operations and trends and best practices within the industry.
- Oversee the planning, organization, implementation, and evaluation a variety of recreation programs and operations, which include aquatic, fitness, wellness, general interest, youth programs, field trips and special community events.
- Oversee the marketing of recreation services by preparing publicity materials including news releases, special announcements, and informational bulletins; coordinate referral systems; coordinate the publication of seasonal brochures; and coordinate the dissemination of recreation and leisure service publicity.
- Plan and execute a marketing strategy for the Aquatic Center and other recreation facilities.
- Conduct and supervise special events.
- Schedule and coordinate the rental of recreation facilities for private and public functions and use by outside agencies.

- Inspect facilities, recommend and oversee needed repairs and improvements. Coordinate and direct the maintenance, repairs, and improvements of recreation facilities.
- Identify maintenance issues and effectively coordinate with appropriate department heads and/or remediate problems through a bid process with contractors.
- Interview, hire, train, and supervise staff, contract workers, and volunteers. Assign and review work and evaluate performance.
- Prepare and manage department and/or project budgets. Prepare long range capital improvement budgets and proposals for projected special programs.
- Maintain and utilize database information; prepare and analyze financial data.
- Order supplies and materials.
- Ensure compliance with State, County, and City health and safety standards.
- Maintain appropriate licenses and permits for assigned facilities.
- Respond to difficult customer complaints and requests for information.
- Review and respond to reports from staff members such as program evaluations, patron evaluations and requests, and incident reports.
- Create and implement programs with other City departments, divisions, and outside agencies and service providers.
- Meet with public groups, clubs, organizations, and agencies to explain and promote activities and programs that encourage community participation.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of health and safety standards to ensure proper management of recreation facilities.
- Knowledge of event planning methods and techniques, promotional/marketing activities, food service, and community relations.
- Ability to communicate effectively, both verbally and in writing, to exchange information and provide direction and instruction; effective public presentation skills.
- Strong organizational skills.
- Experience in grant writing and administration.
- Experience with risk management and safety issues related to recreation facilities and amenities.
- Experience in parks and trails planning.
- Financial acumen and experience in preparing and managing budgets.
- Working knowledge of municipal government (public process, resolutions, ordinances, etc.)

EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to a Bachelor's Degree from an accredited college or university with major coursework in recreation, recreation administration or a related field. Experience in management, hospitality, marketing, and event planning. Five years of supervisory experience. Familiarity with Microsoft Office products required.

WORKING CONDITIONS AND PHYSICAL REQUIREMENTS:

Work is performed in a standard office environment as well as at a variety of indoor and outdoor sites including but not limited to swimming pools, parks, sporting fields, tennis courts, tracks, gymnasiums. Requires visual and physical ability to sit and to work on computers for substantial amounts of time, standing at customer counter, walking, writing, bending, and reaching; occasional lifting of items weighing 30 pounds and reaching and lifting above the shoulders. Requires ability to travel to and from recreational sites on short notice. Must be able to work evening and weekend hours as required to supervise events and programs.