



PARKS AND RECREATION/CIVIC CENTER DIRECTOR

Performs complex, professional work planning, managing, directing, coordinating and supervising civic center and parks and recreation programs, services and staff.

Distinguishing Features of the Class

An employee in this class is responsible for forming a vision for the Departments and to create and develop recreational opportunities through parks, open space and recreational programming, and to promote, book conferences meetings and consumer and professional touring shows at the Crystal Coast Civic Center. Employee performs varied administrative, public relations and supervisory duties to develop, integrate and manage Civic Center and Parks and Recreation Department. A significant percentage of time is spent in park development including managing projects for land development and construct and renovate parks. Work involves supervising the facility management, marketing of shows and facilities, provision of technical support for shows and rentals, such as lighting, sound and multi-media, box office ticketing and sales, budget development and management including grant writing, policy and procedure development and management of personnel through division supervisors charged with the selection, training, appraisal, and supervision of full and part time staff, and seasonal workers. Work requires extensive public contact with private groups, civic organizations, County officials, and the general public in the promotion, development, and maintenance of the Civic Center and Parks and Recreation Department. Work is performed under the general supervision of the Assistant County Manager/Finance Director and is evaluated through periodic conferences, reports, program results and public feedback.

Duties and Responsibilities

Essential Duties and Tasks

- Directs and oversees operations, finances, and all personnel for the Civic Center and Parks and Recreation Department.
- Develops short and long range goals for both departments.
- Prepares and administers the budgets, analyzes and monitors expenses; generates revenues through implementation of progressive programs; seeks alternative funding sources through grants; submits capital improvement budget (CIP); analyzes cost effectiveness of events and programs.
- Recruits and selects departmental personnel; assigns, directs, trains and inspects the work of staff; rewards, disciplines, coaches, counsels and evaluates staff performance; develops staff schedules; recommends transfers, promotions, suspensions, terminations, and demotions.

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- Develops and recommends policies and procedures related to staff as well as departmental operations.
- Keeps current with regard to laws and policies and procedures that relate to each department, such as ADA, Gun Control, ABC laws, OSHA regulations, etc.
- Ensures that excellent customer service is being delivered to internal and external customers.
- Prepares a variety of correspondence and reports.
- Coordinates marketing efforts at the Civic Center as conference and event space; establishes fees rates; participates in trade shows, sales events and consumer shows to promote the Center.
- Creates and implements revenue producing services, programs and special events; conducts sight tours, public presentation, media interviews, and outside sales calls.
- Actively participates with the Tourism Development Authority Board, hospitality association and chamber of commerce to solicit events to generate Occupancy Tax Revenue.
- Maintains website for both departments and coordinates information flow to social media outlets.
- Regularly updates the City of Comprehensive Master Plan; gathers and receive input from the public for overall facility planning and programming.
- Ensures all segments of the population are served through location of parks, facilities, green space/natural areas, water access and programs offered.
- Identifies suitable, affordable locations for new parks, researches and secures grants and other funds for land purchases, gain support for projects through community outreach initiatives, community meetings, etc.
- Oversees all park/facility development and/or renovations.
- Promotes Parks and Recreation programs and facilities through press releases, monthly newsletter, website management and social media outlets.
- Garners support for the Parks and Recreation Department through involvement on boards and committees; and by maintain cooperative relationships with municipalities, local businesses, surrounding counties, media, community leaders, etc.
- Works closely with Park Maintenance Department to ensure proper scheduling of field maintenance; prioritize park projects, scheduling accuracy for leagues and user groups and tournament schedules.
- Oversees and monitors grants for compliance with requirements; prepares and submits final reports to grantors.
- Serves as liaison for the Recreation Advisory Commission; seeks their input and recommendations on budget, programs, Comprehensive Master Plan, policies, procedures, etc. to gain their support.
- Establishes and maintains effective working relationships with officials and other public agencies and municipalities; handles and resolves problem situations with the public.
- Assures safety regulations are implemented; inspects recreational facilities.

Additional Job Duties

- Performs related duties as required.

Recruitment and Selection Guidelines

Knowledge, Skills and Abilities

- Comprehensive knowledge of principles, practices, and methods and all phases of recreation management and administration.
- Comprehensive knowledge of the application of information technology to technical productions, conference center media, box office operations and general record keeping.
- Comprehensive knowledge of the laws and regulations related to hiring and employment practices.
- Considerable knowledge of current literature, trends, and developments in the field of public recreation.
- Considerable knowledge of OSHA safety regulations associated with parks maintenance and recreational activities.
- Considerable knowledge of ADA requirements associated with parks maintenance and facilities.
- Considerable knowledge in public relations and possess excellent written and oral communication skills.
- Considerable knowledge of modern supervisory principles and practices including motivation, communication, conflict resolution, hiring, and discipline.
- Considerable knowledge of local government capital and operational budget and purchasing policies/procedures.
- Considerable knowledge in providing leadership and supervision to full and part-time staff, instructors, coaches, officials, etc. involved in recreations programs.
- Thorough knowledge of the principles and methods of parks planning and development, and management.
- Thorough knowledge of standard resources, materials, and facilities utilized in public recreation programs.
- Thorough knowledge of land use ordinances and resulting recreational effects.
- Ability to develop and execute comprehensive recreational program activities.
- Ability to organize and direct work of professional, technical, and maintenance staff, and contract workers.
- Ability to develop and maintain effective relationships with subordinates to promote and maintain high morale and enthusiasm, with superiors, local, state and federal officials, department heads and the public.

Physical Requirements

- Work requires the frequent exertion of up to 10 pounds of force and occasional exertion of up to 25 pounds of force.

- Work regularly requires speaking or hearing, using hands to finger, handle or feel and repetitive motions, frequently requires standing, walking, sitting and reaching with hands and arms and occasionally requires climbing or balancing, stooping, kneeling, crouching or crawling, pushing or pulling and lifting.
- Visual acuity is required for closes visions, distance vision, ability to adjust focus, depth perception, color perception and peripheral vision.
- Vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly.
- Hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound.
- Work requires preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, using of measuring devices, operating motor vehicles or equipment and observing general surroundings and activities.
- Work frequently requires exposure to outdoor weather conditions and occasionally requires working near moving mechanical parts, exposure to the risk of electrical shock and exposure to blood-borne pathogens and may be required to wear specialized personal protective equipment.
- Work is generally in a moderately noisy location (e.g. business office, light traffic).

Desirable Education and Experience

Graduation from a four-year college or university with a degree in parks, recreation, tourism management and considerable experience in the parks facility management, recreation programming, event planning and sales and marketing, including considerable supervisory experience; or an equivalent combination of education and experience.

Special Requirements

Possession of a valid North Carolina driver's license upon hire.

Complete designated Field Maintenance/Turf Grass Training within one year of employment.

Obtain Parks and Recreation Executive Certification within two years of employment.

Carteret County
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Special Note: This generic class description gives an overview of the job class, its essential job functions, and recommended job requirements. However, for each individual position assigned to this class, there is available a completed job questionnaire with a physical abilities checklist which can give further details about that one specific position. Those documents should be reviewed before initiating a selection process. They can provide additional detailed information on which to base various

personnel actions and can assist management in making legal and defensible personnel decisions.