

POSITION DESCRIPTION

Class Title: Director of Parks & Recreation

Department: Parks and Recreation

Original Date: October 1, 1994

OVERVIEW

The Director of Parks and Recreation is responsible for overseeing, planning, and directing the activities and operations of the Town of Wytheville Parks and Recreation Department. The Director plays a critical role in advancing the Town of Wytheville's vision for promoting health, wellness, and recreation for citizens and visitors to the Town.

The primary work location is the Wytheville Community Center, a 70,000 square ft. facility with multiple fitness amenities, including pools, courts, tracks, fitness rooms and meeting spaces. The Director and staff of the department manage the operations and activities of the recreation center, in addition to off-site programs at Town parks and recreation fields.

Professional experience in managing budgets and the skillsets needed to conduct regular operational analysis of department facilities and programs are essential for the position. A strategic planner with critical thinking skills, the Director of Parks and Recreation must be able to evolve and adapt to recreation trends, while also carefully balancing the needs of both current and future users of the department's programs and facilities.

This position provides leadership and executive oversight to promote a collaborative and positive work environment for employees of the department. Professional management and communication skills are essential for this position. A leadership style that values customer service and that promotes a positive and friendly atmosphere at parks and recreation facilities and programs is a priority for this position. The Director is responsible for cultivating and maintaining meaningful relations with recreational users and key community partners to promote health, wellness, physical activity and recreation.

SUPERVISION RECEIVED

Works under the guidance and direction of the Assistant Town Manager or Town Manager.

SUPERVISION EXERCISED

Leadership over all employees of the Parks and Recreation Department. Staff includes a variety of full time, part time, contractual and seasonal positions who either report directly to the Director, or directly to the Assistant Director or various program coordinators.

ESSENTIAL SKILLS, DUTIES, AND RESPONSIBILITIES

Manages and supervises the staff of the Department. Direct coordination with the Human Resources Department for personnel needs, HR best practices and record keeping. Plans and organizes workloads, job descriptions and staff assignments. Hiring, onboarding, personnel evaluations, training, and ensuring that staff adhere to department policies, and the Town of Wytheville Personnel Manual. Leads by example, motivates, and inspires employees to maintain high professional standards and promotes a positive workplace that emphasizes customer service. Ability to delegate key responsibilities and ensure accountability from employees.

Provides leadership in the development of short and long-term plans, gathers, interprets, and prepares data for studies, reports, and recommendations for continuous improvement of the department. Ability to conduct strategic visioning planning and head up periodic evaluation of the Department including recreation trends, opportunities, and risk management.

Collaboration and coordination with local and regional assets to improve overall use of the programs/facilities. Promotes outreach and community involvement.

Attends Wytheville Recreation Commission meetings and provides guidance and support to the Commission. Attends other local and regional meetings as needed or as assigned by the Assistant Town Manager. When requested, attend Town Council Meetings, and deliver presentations about the activities of the Parks and Recreation Department.

Budget oversight; performs cost control activities; monitors revenues and expenditures to assure sound fiscal control; prepares annual budget requests; promotes effective and efficient use of budgeted funds. Evaluates staffing levels, procurement, workflows, and operations to control costs. Ability to make continuous cost accounting improvements to support the effectiveness of operations and achieve goals within available resources. Knowledge of capital improvement planning to maintain static or marginal increases to operational budget and plan for large capital expenditures.

Effective communication skills across a variety of mediums. Ability to explain complex rules and/or standards in a professional manner. Respectful demeanor under critical or high stress scenarios. Emotional intelligence and interpersonal skills that value empathy, respect, honesty, patience, compassion, and compromise. Maintains harmony, resolves grievances, and professionally addresses complaints. Conflict management and conflict resolution skills are key for this position.

Ability to develop and implement organizational systemwide metrics to inform programing decisions, facility use, and membership rates. Use of metrics in decision-making processes and provide reports to the Town Manager and/or Council on organizational status when needed. Actively seeks to increase revenue through departmental avenues and offset the amount of subsidized funding from the Town's general fund.

Plans, coordinates, and directs a comprehensive, diversified year-round recreation program

for all demographics. Maintains high standards and sound management practices for facilities, including the management of the Wytheville Community Center, McWane Swimming Pool, Withers Park, the Tee Ball Park, Elizabeth Brown Park, Crystal Springs Recreation Area and all other fields, parks, and open spaces under the direction of the department. Direct coordination with the Public Works Department on maintenance needs.

Reviews program areas, implements changes or new programs to meet the recreational needs of the community. Develops, maintains, and implements a current parks and recreation master plan.

Develops and implements policies, procedures, and standards for efficient and effective operation and maintenance of department. Creative thinking skills and ability to develop adaptable and flexible standards along with contingency plans to address a variety of unique situations. Ability to implement policies with customer friendly approaches. Ability to review and amend any policies that are ineffective and eliminate participation or alienate potential users. Sensitivity to individuals with economic challenges, disabilities, children, youth, elderly or uninformed, and possesses the desire to accommodate all persons, to further the overall vision of promoting health, wellness, happiness, and recreation.

Ensure safe operations of all facilities and programs. Oversee emergency operations plans and first response programs. Knowledgeable about workplace safety, OSHA and required certification and training programs for staff. Oversight over specific needs for First Aid, CPR, and Lifeguard Certifications, and the equipment needed to be responsive to emergencies.

Knowledge of and experience with programs and policies to ensure that minors are safe while using department resources/programs and always supervised.

Maintain a system of receiving and responding to public feedback. Ability to address the public's inquiries and concerns with prompt response times and ensure sufficient staffing to answer phones and return emails.

Must be able to work independent of supervision, use effective time management skills and exercise sound judgement when making decisions.

Willingness to learn about new programs and participate in recreation organization conferences/regular trainings to stay current and up to date with evolving parks and recreation trends.

Ability to perform a variety of duties required for the continual operation of programs, such as running errands, picking up supplies needed for activities and arrangements for rentals, setting up table and chairs for classes, etc. Provide backup operations, as needed, in the absence of staff. The Director is responsible for ensuring that primary operations continue, and obligations are met, despite unforeseen staffing challenges or absences from work by subordinate staff. Must be available by phone in the event of emergencies.

Other duties as needed and assigned by the Town Manager or Assistant Town Manager.

PREFERRED MINIMUM QUALIFICATIONS

Education and Experience:

- A.** Graduation from a college or university with a bachelor's degree in recreation, education, or physical education including course work in organization and administration.
- B.** Two years of upper management and/or supervisory experience in parks and recreation of programs, or equivalent management experience for complex organizations with multiple employees and programs.
- C.** Related education. Relevant certifications and trainings for the position.
- D.** Any equivalent combination of education and experience as listed above.

Required Knowledge, Skills, and Abilities:

- A.** Thorough knowledge of the principles and practices of modern parks and recreation. Understanding of common recreation programs and trends in recreation.
- B.** Extensive knowledge of the principles of building, facility, and field maintenance as it relates to the department. Familiar with recreation equipment and procurement of related goods for the department.
- C.** Understanding of the community's health and recreation needs along with available local resources and community networks.
- D.** Excellent communication skills, office management skills and computer skills.
- E.** Ability to establish and maintain effective working relationships with employees, supervisors, other agencies, and the public. Supervisory experience and ability to professionally manage staff.

SPECIAL REQUIREMENTS:

Valid Virginia State Driver's License
CPR and First Aid.

Ability to use computer software learn software specific to this Department.

TOOLS AND EQUIPMENT USED:

Personal computer including word processing software; calculator, copy and fax machine; phone; mobile or portable radio; automobile. Tools and equipment needed for various recreation programs.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to walk, sit, and talk, or hear. The employee is occasionally required to use hands to finger, handle, feel, or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristic described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works near moving mechanical parts or outside in all weather conditions. The employee is occasionally exposed to wet and/or humid conditions, dust, fumes, toxic, or caustic chemicals.

The noise level in the work environment is usually quiet while in the office, or moderately noisy when in the field or during recreation programs.

SELECTION GUIDELINES:

Formal application, evaluation of education and experience; oral interview, and reference check; job related tests may be required. Drug screening and criminal background check.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

The job description does not constitute an employment agreement by the employer and the employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approval: _____
Supervisor

Approval: _____
Appointing Authority

Effective Date: _____

Revision History: September 17, 2013
April 07, 2022