

CLASS SPECIFICATION
Parks and Community Services Director

GENERAL PURPOSE

Under policy direction, plans, organizes and directs the activities and programs of the Parks and Community Services department in providing comprehensive City-wide parks, recreation, leisure, community social and cultural programs and services; directs the management and promotion of the City Conference and Banquet Center; advises the City Manager, Assistant City Manager and the City Council on long-term park, recreation and community services planning and policy matters; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

This single position class is responsible for managing, directing and integrating the functions, programs and activities of the Parks and Community Services department which provides broad, comprehensive City-wide parks, recreation, leisure, community social and cultural programs, services and special events. The incumbent provides advice and strategic leadership to the City Manager, Assistant City Manager, City Council and department directors in the development of short- and long-term plans to meet service delivery objectives in a manner consistent with the City's financial resources. Responsibilities are broad in scope and involve highly sensitive and publicly visible projects that require a high degree of policy, program and management discretion. Results are evaluated in terms of overall effectiveness

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below 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 this class.

1. Plans, organizes, controls, manages and evaluates the work of the Parks and Community Services department; with subordinate managers and supervisors, participates in establishing operational plans and initiatives to meet department goals and objectives; implements departmental plans, work programs, processes, procedures and policies required to achieve overall department performance results; coordinates and integrates department functions and responsibilities to achieve optimal efficiency and effectiveness; participates in developing and monitoring performance against the annual departmental budget.
2. Participates with other managers in establishing strategic plans for the City; sets overall management and policy goals and objectives for the Parks and Community Services department; coordinates department program and policy issues with managers of other departments and/or on a City-wide basis.
3. Plans and evaluates the performance of managers, supervisors and staff; establishes performance requirements and personal development targets; monitors performance and provides coaching for performance improvement and development; provides or recommends compensation and other

rewards to recognize performance; takes disciplinary action, up to and including termination, to address performance deficiencies, subject to management concurrence, in accordance with the City's human resources policies and procedures and labor contract provisions.

4. Provides leadership and works with managers, supervisors and staff to develop and retain highly competent, customer service-oriented staff through selection, compensation, training and day-to-day management practices that support the City's mission, strategic goals and core values.
5. Develops and directs the implementation of goals, objectives, policies and standards for the Parks and Community Services department; directs and oversees the development, management, maintenance and repair of City parks and related facilities, including parks, multi-use trails, athletic fields, playgrounds, golf course and associated building, parking lots and other facilities; directs and oversees development of new open space, parks, trails and other park-related facilities; ensures new developments are in conformance with long-range City plans, standards, specifications and requirements; directs programs to ensure the safety and security of City parks, centers and other facilities.
6. Directs and oversees the development, management and administration of recreational programs and other leisure services and special events for groups of all ages and interests; directs a wide range of programs including sports leagues, classes, camps, children and teen programs; oversees the advertising and promotion of recreation and community service programs and events; directs the acceptance of fees for use of department facilities and spaces, in conformance with City policy.
7. Directs and oversees the programs and operations of Community and Senior Citizens Centers; oversees programs and services for the City's senior community; directs and oversees the delivery of grant-funded childcare services.
8. Directs and oversees management and administration of the City's conference and banquet center; ensures effective programs for the promotion, marketing and rental of Center facilities to outside groups; oversees the delivery of support services for events held at the Center; ensures Center operations are safe and secure and that facility appearance and amenities support effective marketing efforts.
9. Directs and oversees the maintenance and repair of City facilities and the delivery of security services.
10. Develops and reviews reports of findings, alternatives and recommendations involving a broad range of complex program, development and operational issues; makes presentations before the City Council, other agencies, community groups and the media on City parks and community services operations; monitors developments related to department operations and evaluates their impacts; recommends policy and procedural improvements.

OTHER DUTIES

1. Assists as needed on special assignments and projects.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of park development, operation and maintenance.
2. Concepts, principles and practices in recreational and leisure programming, development, implementation and oversight.
3. Federal, state and local laws, regulations and court decisions applicable to assigned areas of responsibility.
4. Principles, methods and techniques of strategic planning.
5. Principles, practices, tools and techniques of project management.
6. Principles and practices of public administration, including budgeting, purchasing, contract administration and maintenance of public records.
7. Research methods and statistical and financial analysis techniques.
8. Organization, functions, legal requirements, operations, rules and practices of the City Council.
9. Sources of funding for meeting community services program needs, including senior citizens, child care and other special community group needs.
10. Principles and practices of sound business communication.
11. Principles and practices of effective management and supervision.
12. City human resources policies and procedures and labor contract provisions.

Ability to:

1. Plan, direct, manage, coordinate and integrate the work of a department providing comprehensive parks, recreation and leisure and community service programs.
2. Define complex program, management, fiscal, budget and strategic planning issues, perform difficult analyses and research, evaluate alternatives and develop sound conclusions and recommendations.
3. Evaluate department programs and services and make changes or recommendations for improvement.
4. Understand, interpret, explain and apply federal, state and local policy, law, regulations and court decisions applicable to areas of responsibility.
5. Present proposals and recommendations clearly, logically and persuasively in public meetings.
6. Represent the City effectively in negotiations and other dealings on a variety of difficult, complex, sensitive and confidential issues.

7. Prepare clear, concise and comprehensive financial and treasury statements, correspondence, reports, studies and other written materials.
8. Exercise sound, expert independent judgment within general policy guidelines.
9. Exercise tact and diplomacy in dealing with sensitive and complex issues and situations.
10. Establish and maintain effective working relationships with the Mayor, City Manager, Assistant City Manager, City Council members, department directors, managers, elected and appointed officials of other governmental agencies, employees, business and community leaders, the media, residents, the public and others encountered in the course of work.

Education, Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college with a major in recreation administration, public administration or a closely related field; and at least ten years of progressively responsible parks and recreation management experience, at least five of which were in a management capacity; or an equivalent combination of training and experience.

Licenses; Certificates; Special Requirements:

A valid California driver's license and the ability to maintain insurability under the City's vehicle insurance policy.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit; talk or hear, both in person and by telephone; use hands to finger, handle and feel computers and standard business equipment; and reach with hands and arms. The employee is frequently required to stand and walk.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

Mental Demands

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve complex problems; use math/mathematical reasoning; perform highly detailed work under changing, intensive deadlines, on multiple concurrent tasks; work with constant interruptions, and interact with the Mayor, City Manager, Assistant City Manager, City Council members, department directors, managers, elected and appointed officials of other governmental

agencies, employees, business and community leaders, the media, residents, the public and others encountered in the course of work.

WORK ENVIRONMENT

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

While performing the duties of this job, the employee works under typical office conditions and the noise level is usually quiet.