



# City of Watsonville

## Job Description

---

|                       |  |                        |
|-----------------------|--|------------------------|
| <b>JOB TITLE:</b>     | Recreation Superintendent  | <b>DATE APPROVED:</b>  |
| <b>DEPARTMENT:</b>    | Parks and Community Services   | <b>SUPERSEDES:</b> N/A |
| <b>REPORTS TO:</b>    | Parks and Community Services Director  |                        |
| <b>SUPERVISION:</b>   | Recreation Supervisor, Recreation Coordinator, Recreation Specialist, Other Department Employees |                        |
| <b>EMPLOYEE UNIT:</b> | Management   |                        |
| <b>FLSA :</b>         | Exempt   |                        |

---

### JOB SUMMARY:

Under administrative direction of the Parks and Community Services Director, the Recreation Superintendent directs and supervises recreation operations, including the planning, development, promotion and evaluation of recreational programs; the supervision and coordination of day-to-day operations; participation in policy development, participation in the development, justification and administration of the annual operating and capital program budgets; administration planning and problem solving; participation in the planning and developing of future park sites and recreational programs; development of staff training curriculum; and development and operation of recreational facilities. Assigned areas of responsibility may include any combination of: aquatic activities, sports programs, special-interest classes, facility rentals, playground and youth activities, older adult programs, administrative services, cultural services and others.

### DISTINGUISHING CHARACTERISTICS

This job class performs professional level project planning, organization, and supervision of the City recreational services and facilities. This class functions at a full administrative level. This is a management classification, which requires knowledge of a wide variety of recreation services, which includes programs such as aquatics, fitness programs, adult sports, youth sports and activities, older adult programs, and preschool and day camp activities. The Recreation Superintendent is also responsible for the division's budget administration, cost recovery efforts, and development of operating procedures.

Successful performance in this class requires highly developed interpersonal skills to provide positive supervision and leadership for City staff and an understanding of cost effective use of technology solutions to implement City programs. This classification is distinguished from the next lower classification of *Recreation Services Manager* in that the latter classification coordinates and supervises the activities and operations of multiple large sections and programs, but does not possess the divisional responsibilities of the *Recreation Superintendent*.

**EXAMPLES OF ESSENTIAL DUTIES:**

The following duties are performed personally, in cooperation with the Director of Parks and Community Services, and/or in coordination with other City staff, operating partners, other public and private organizations, and community groups. Additional duties may be assigned.

1. Supervises recreation program delivery across a variety of program areas that are safe, high quality and meet the evolving needs of the community.
  - a. Support the creation and ongoing review of annual work plans for each program area for efficiency in operations and maximization of available resources.
  - b. Effective utilization of contract instructors supports revenue growth and community participation.
  - c. Evaluation of recreation program offerings ensures community needs and participation goals are being met.
  - d. Prepares or directs the preparation of grant and permit applications and reports to various agencies, districts, and commissions; assures program, policy, and project compliance with local, state, and federal guidelines, rules, and regulations.
  - e. Participates in the planning process for development, construction and maintenance of parks.
  - f. Assists in leading the implementation of strategic plans and master plans, including the development of Annual Work Plans consistent with the City Council's community priorities.
  - g. Timely investigation and resolution of customer complaints received from the public and other City staff creates increased community trust and satisfaction.
  - h. Implements a comprehensive and innovative plan for recreation programs results in the ability to meet changing community needs and industry trends.
  - i. Creative, appropriate, and measurable goals and objectives are developed to achieve and sustain quality programs, facilities, and services.
  - j. Routinely evaluates and ensures recreation operations are strategic, collaborative, and consistent with the Council's goals, priorities, and policies.
  - k. Determines the orders of division equipment, materials and supplies; supervises inventory; and directs equipment maintenance and safety programs.
  - l. Purposeful community engagement supports the development of services and activities that serve the entire community.
2. Leads the development of a high performing team where employees, contractors, and volunteers provide high quality services in a coordinated manner.
  - a. Collaborative leadership style that fosters teamwork and encourages employee input and involvement in decision-making.
  - b. Coordination of work with other Departments aids in creating an effective team oriented organization.
  - c. Thorough and ongoing staff coaching and training support the provision of excellent customer service by team members.
  - d. Recruitment, selection, orientation, advancement, and evaluation of employees leads to the successful achievement of organizational and employee goals.
3. Creates community collaborations in which community organizations develop trust and confidence in the City and the Department.
  - a. Serving as a liaison for the Department to community organizations increases partnership opportunities and collaborative events.
  - b. Coordination of recreation activities within the city, including downtown, enhances economic development.
  - c. Proactive and timely communication strengthens relationships with partner organizations and community members.

4. Prepares, submits, and administers an approved annual division budget, including the control necessary to ensure budgetary compliance and careful evaluation of operational and maintenance needs and priorities.
  - a. Current year projects, programs, and activities are successfully completed within approved budget parameters.
  - b. Innovative approaches to maximize revenue and contain expenses are evaluated and implemented.
5. Leads the Department in the management of recreation programs and facility rentals, balancing cost recovery with community access, for City parks and recreation facilities.
  - a. Development, implementation and evaluation of recreation program goals, policies and staffing levels advance the organization's priorities. Analysis and implementation of partnership opportunities increase participation and revenue generation.
  - b. Preparation and delivery of customer feedback tools ensure ongoing review and improvement to operations.
  - c. Development, review and adjustment of effective and efficient work schedules and work priorities meet ongoing customer demands
  - d. Effective coordination with Department maintenance team on scheduling maintenance activities to minimize or eliminate impact to the public's use of recreation facilities.
  - e. Recreation and rental procedures are customer-friendly and ensure timely response to both external and internal customer needs.
6. Leads the Recreation Division operations in a manner that results in high customer service satisfaction levels, leveraging of resources, and continuous improvement.
  - a. A comprehensive special event procedure is implemented that is intended to streamline process
  - b. Customer satisfaction is a division priority and customer focused operating policies, practices, and procedures are established and routinely evaluated for their effectiveness.
  - c. Forward thinking and customer focused operating procedures are established and routinely evaluated for their effectiveness.
  - d. Ongoing evaluation and service enhancements are of importance for all annual City-wide and department events and programs.
  - e. Partnerships are actively sought out and maintained to reduce duplication of services, enhance events, and improve efficiency.
  - f. A comprehensive and strategic marketing and promotions plan increases community awareness, participation rates, and program sponsorships and revenues.
7. Serves as a City representative in presenting, explaining and discussing the views, interests and policies of the City to the Council, Parks and Recreation Commission, City task forces and other interested parties inside and outside the community.
  - a. Meets with community groups, members of the public, school district personnel, and other outside agencies as required, to coordinate cooperative efforts in construction and operations, and responds to complaints and questions in a way that elicits increased understanding and support for Department programs, services, and facilities.
  - b. Increased community understanding and support facilitates the effective implementation of and funding for new programs, facilities, projects, and services.
8. Prepares reports and studies for the Director, Assistant Director, City Manager and Council as scheduled or requested.
  - a. Provides technical assistance, coordination, and guidance to Department Director, Assistant Director, landscape architects, construction contractors as required, performing design, construction or maintenance projects.

- b. The Director and other interested parties are kept current with reliable, timely and documented information and analyses providing an accurate and current measure of actions taken to create and maintain quality services and facilities for the community.
- 9. May function as the Department Head in the absence of the Director and Assistant Director
- 10. Performs other job-related responsibilities as evident or directed.

## **EMPLOYMENT STANDARDS**

### **Knowledge of:**

- Philosophy, principles and techniques of providing public recreation and leisure services and programs
- Principles and procedures for implementing and directing a wide variety of recreation activities and the development of programs through community participation
- Recreational needs of the local community
- Community organizations
- Principles and practices of administration, budget, staff development and personnel management
- Watsonville community from a cultural and socioeconomic perspective
- Supervisory, management and leadership principles and practices

### **Ability to:**

- Plan, organize, schedule, direct, coordinate and evaluate public recreation program and services
- Assess community recreational needs and develop programs to meet those needs
- Prepare and administer recreation operational and capital budget and control expenditures
- Tactfully and courteously communicate with the public
- Meet with residents, and representatives of other agencies in developing coordinate recreation programs
- Effectively and tactfully communicate in both oral and written forms
- Establish and maintain effective work relationships with those contacted in the performance of required duties
- Provide organizational leadership to all Department employees, volunteers, and partners.
- Effectively plan the work of professional and para-professional staff.
- Prepare, analyze, and make recommendations pertaining to recreation program service delivery.
- Analyze problems quickly and draw logical conclusions, plan and implement an effective course of action.
- Develop as necessary, interpret, and apply policies and procedures, laws and regulations.
- Develop and maintain effective working relationships with those contacted in the course of work.
- Manage, direct, train, coordinate and evaluate the work of staff.
- Exercise responsibility to work with limited direction; and complete assigned work and meet deadlines.

### **TRAINING AND EXPERIENCE:**

Any combination of training and experience, which would provide the required knowledge and abilities, is qualifying. A typical way to obtain the knowledge and abilities is:

- Equivalent to a Bachelor's Degree from an accredited college or university with major work in recreation administration, sociology, social work or closely related field and five years of increasingly responsible experience in recreational program planning and development in a supervisory or

administrative capacity

**LICENSE & CERTIFICATION:**

- A valid and appropriate California Class Driver's License and a safe driving record
- Must obtain CPR and first aid certifications within six months of employment

**OTHER REQUIREMENTS**

- Must successfully complete a state mandated background investigation and drug screen at time of hire.
- Must be willing to work outdoors in various weather conditions.
- Must be available to work evenings and weekends as required.

**DESIRABLE QUALIFICATIONS:**

- Bilingual English/Spanish highly desirable.
- Possession of any professional certifications or licenses related to the recreation field, including Certified Park and Recreation Professional (CPRP), Lifeguard and Lifeguard Instructor certifications.