



City of Watsonville

Job Description

JOB TITLE:	Parks and Community Services Director	DATE APPROVED:
DEPARTMENT:	Parks and Community Services	SUPERSEDES: N/A
REPORTS TO:	City Manager or Assigned Supervisory or Management Personnel	
SUPERVISION:	Assistant Parks and Community Services Director, Parks Superintendent, Recreation Superintendent, Other Department Employees	
EMPLOYEE UNIT:	Management	
FLSA :	Exempt	

JOB SUMMARY:

Under the administrative guidance of the City Manager, the Parks and Community Services Director will develop, direct, and provide ongoing leadership for a comprehensive parks and recreation system and well planned park maintenance program. The Director guides day-to-day decision making and provides direction for planning, development, and operation of recreation programs, park facilities, maintenance activities, and all community service functions for which responsible. This position will provide advice and consultation to the Recreation and Parks Commission, City Manager and City Council regarding the effective provision of community and parks services; and to serve as Secretary to the Parks and Recreation Commission.

DISTINGUISHING CHARACTERISTICS:

Employees in this classification receive executive direction within a framework of overall goals and objectives. Employees in this classification exercise supervision over subordinate supervisors. This job class functions at a Department Management level of classification and is responsible for the activities, operations, and management of the Parks and Community Services Department. This position is part of the City's Leadership Team, with full responsibility for leading the activities of the Department and providing support throughout the organization. Successful performance of the work requires the ability to independently implement programs, projects, and policies in conformance with generally accepted standards.

EXAMPLES OF ESSENTIAL DUTIES:

The following duties are performed personally, in cooperation with the City Manager, and/or in coordination with other City employees, operating partners, community groups, and other public and private organizations. Additional duties may be assigned.

1. Exercises a leadership style that fosters teamwork, promotes staff initiative, and provides professional growth opportunities for all Department employees.
 - a. Recruitment, selection, orientation, advancement, and evaluation of employees are effective and successful.
 - b. Active listening and feedback clearly and consistently strengthens the quality and quantity of employee performance and results being achieved.

- c. Collaborative leadership style fosters teamwork and encourages employee input and involvement in decision-making.
 - d. Employees clearly understand and demonstrate an organizational focus in accomplishing the City Council's priorities and advancing the organization's values.
 - e. There is a clear understanding of the steps that will be taken when service standards are not acceptable.
- 2. Leads Parks and Community Services Department operations in a manner that results in high customer service satisfaction levels, leveraging of resources, and continuous improvement.
 - a. A comprehensive community engagement program is implemented that is intended to actively engage the entire community and seek constant input.
 - b. Customer satisfaction is a Department priority and is achieved through formal and informal customer feedback confirming the delivery of services meet customers' needs and wants.
 - c. Forward thinking and customer focused operating policies, practices, and procedures are established and routinely evaluated for their effectiveness.
 - d. Ongoing evaluation and service enhancements are a priority for all employees.
 - e. Partnerships and regional service delivery opportunities are actively sought out and maintained to reduce duplication of services, enhance service levels, and improve efficiency.
 - f. A comprehensive and strategic marketing and promotions plan increases community awareness, participation rates, and program revenues.
 - g. Programs, policies, and projects that further economical, environmental, and social equity sustainability are continuously recommended and implemented.
- 3. Prepares, submits and administers an approved annual budget including the controls necessary to ensure budgetary compliance, sensitivity to program and facility fees, and careful evaluation of programs, services, and projects.
 - a. Balance of cost-recovery and community access and affordability is achieved and maintained.
 - b. Current year projects, programs, and activities are successfully accomplished within approved budget parameters.
 - c. Sufficient financial resources are available to accomplish service delivery outcomes.
 - d. Revenue and participant levels meet or exceed the goals outlined in the annual budget.
 - e. Innovative approaches to generate revenues and contain expenses are evaluated and implemented to limit the Department's reliance of general fund tax support.
- 4. Leads the development and implementation of strategic plans and master plans, including the development of Annual Work Plans consistent with the City Council's community priorities.
 - a. Creative, appropriate, and measurable goals and objectives are developed to achieve and sustain quality programs, facilities, and services.
 - b. The ability to see the big picture while being a creative, strategic, and innovative thinker is routinely demonstrated.
 - c. Plans reflect the needs of the entire community, are financially feasible, and enhance the community's quality of life.
 - d. Department work plans are thorough, submitted on time, and consistently accomplished.
 - e. Park planning and acquisition is strategic, collaborative, and consistent with the Council's goals, priorities, and policies.
- 5. Leads and directs park, recreation, and maintenance activities to ensure the entire system is maintained in a safe, high quality and aesthetically pleasing condition.
 - a. Planning, implementation, and ongoing operational evaluation processes are inclusive, directed, and result in strategic and timely outcomes.
 - b. Compliance with established maintenance schedules contributes to high public utilization and low accident rates.

6. 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. There is evidence of 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.
7. Prepares reports and studies for the City Manager and Council as scheduled or requested.
 - a. Timely, well-documented studies and analyses provide a sound foundation for policy decision recommendations by City staff and policy decision making by the Council.
 - b. The Council, City Manager, members of the Leadership Team, and other interested parties are kept current with reliable, accurate, and documented information.
 - c. Planning and project reporting is timely, thorough, and provides an accurate and current measure of actions taken to create and maintain quality services and facilities for the community.
8. Performs other job-related responsibilities as evident or directed by the City Manager.

EMPLOYMENT STANDARDS

Knowledge of:

- Principles, practices, and techniques of public administration, local government, recreation and community services, and maintenance practices, policies, and procedures.
- Recreation needs of the local community
- Development and use of community recreation and parks facilities
- Community organizations
- Departmental budget preparation and expenditure control
- Principles and practices of management including organization and management of work, effective supervisory practices, and staff development

Ability to:

- Plan, organize, direct, coordinate, and evaluate the functions of a public recreation and parks Department
- Oversee the selection of staff; provides for their training and development; reviews and approves performance appraisals and recommendations for disciplinary action, wage and salary actions, promotions, and related employment actions
- Assess community recreational needs and develop programs to meet those needs
- Prepare Departmental budget and control expenditures
- Review and recommend appropriate fee adjustments for recreational services
- Develop and administer grant programs
- Direct the preparation of and prepare a variety of comprehensive reports, grant applications, correspondence
- Formulate, evaluate and implement Departmental operating policies and procedures
- Analyze complex parks and community services issues and problems; evaluate alternatives; and develop and implement effective courses of action
- Prepare and makes presentations to the City Council and the Parks and Recreation Commission
- Effectively and tactfully communicate in both oral and written forms

- Maintain close and effective working relationships with the management staff of other City Departments, officials of other agencies, recreational organizations and community services groups.

PHYSICAL REQUIREMENTS:

Physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Walking, bending, squatting, and lifting up to 50 lbs.
- Any other requirements necessary to perform and teach assigned program area

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 would be:

- Completion of advanced educational study in public recreation or a closely related field and broad and extensive work experience in the development and administration of public recreation and leisure service programs, including at least five years in a management or supervisory capacity

LICENSE & CERTIFICATION:

- Possession of a valid California Class C 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 park and recreation field or building and construction trades.