

JOB SPECIFICATION

CLASS TITLE	ADOPTION	
	RESOLUTION NO.	EFFECTIVE DATE
	7815	9/18/17
	FLSA DESIGNATION	EMPLOYMENT
DIRECTOR OF RECREATION AND COMMUNITY SERVICES	EXEMPT	AT-WILL

GENERAL PURPOSE

Under administrative direction of the City Manager, plans, organizes, integrates and directs the work of the Recreation and Community Services Department; manages and directs a comprehensive program of cultural, recreational and community activities, events and services; oversees usage of parks and facilities; provides expertise and guidance to management, the City Council, and the Parks, Wellness and Recreation Commission on the delivery of recreational and community services and the facilities needed to meet the City's strategic goals and business objectives; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

The Director of Recreation and Community Services is a single-incumbent position, responsible for policy development, program planning, fiscal management, administration and operation of the divisions of the Recreation and Community Services Department. The incumbent directs city-wide recreation, cultural and community services programs, including year-round lunch programs, senior center activities and services, youth sports, and after-school and summer programs, as well as manage the activities and operations of multiple community centers. Within assigned areas of accountability, the incumbent operates with substantial latitude and discretion to achieve effective and efficient utilization of resources.

The Director of Recreation and Community Services is appointed by and serves at the pleasure of the City Manager and, as part of the executive management team, directs the work of all staff and resources in the Recreation and Community Services Department.

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, directs, controls, integrates and evaluates the work of the Recreation and Community Services Department; with management and staff, develops, implements and monitors work plans to achieve goals and objectives; contributes to the development of and monitors performance against the annual department budget; supervises and participates in developing, implementing and evaluating plans, work processes, systems and procedures to achieve annual goals, objectives and work standards.
2. Directs and manages the performance of department staff; interviews and selects new staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; recommends compensation and provides other rewards to recognize performance; hears and makes recommendations on grievances; subject to management concurrence, approves or takes disciplinary action, up to and including

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- termination, to address performance deficiencies, in accordance with City human resources policies and labor contract agreements.
3. Provides day-to-day leadership and works with staff to ensure a high-performance, customer service-oriented work environment that supports achieving the department's and the City's mission, objectives and values regarding teamwork, mutual trust and respect; applies process improvement and quality management principles to assigned areas of responsibility.
 4. Directs and leads the formulation and implementation of departmental policy, planning and strategic development; leads and directs staff and outside consulting resources in the development and application of new methods and processes to achieve higher efficiency, quality and innovation in department work processes.
 5. Plans, organizes, integrates and directs the development, implementation, administration and evaluation of major program areas on a citywide basis; directs and participates in the assessment of city-wide and regional recreational, cultural and community service program needs and ensures department objectives and resources are focused on meeting those needs; identifies, develops, recommends and implements programs, curriculum and activities to meet community needs; researches new and innovative programs and trends and adapts and introduces programs to meet local needs; evaluates program effectiveness and initiates, terminates, improves or expands programs and partnerships as needed.
 6. Plans and directs the management and operation of the City's specialized cultural programs, including operation of a city-owned museum, visual and performing arts programs and classes; promotes public art and arts and crafts programs; serves as a resource to local artists, non-profit agencies and the community regarding the establishment and enhancement of local performing and visual artists; directs the presentation of performing art programs at City-sponsored events and stages.
 7. Plans and directs the development of a parks master plan, including community center facilities located within these areas; participates in regional recreational and community planning activities.
 8. Performs community outreach and develops partnerships in order to expand programs and services for citizens and to build strong relationships with community groups, schools and educational institutions, not-for-profit organizations and businesses; negotiates and monitors partnerships, sponsorships and other program arrangements; resolves issues of service provision, facility acquisition and usage and program concerns, complaints and problems.
 9. Researches, compiles and prepares statistical reports and studies; manages and participates in performing research, analysis and the preparation of a variety of studies and reports on human services and recreation service provisions and programs; researches and analyzes demographic data and trends; prepares or oversees the preparation of printed and online materials including recreation and class guides, service brochures and registration.
 10. Negotiates, prepares and administers contracts and agreements; researches, prepares and/or oversees the preparation of complex grant and funding applications and proposals; performs cost-benefit and

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other types of analyses of revenue-generating programs.

11. Directs the department's policies and procedures development and implementation in compliance with federal, state and departmental rules and regulations; establishes and monitors administrative controls and coordinates inspections to ensure conformance.
12. Represents the City in negotiations and interactions with the City Council and the Parks, Wellness and Recreation Commission, governmental agencies, professional and not-for-profit organizations and sports leagues; serves as the City's representative to industry groups.
13. May serve as Deputy City Manager as assigned.

MINIMUM QUALIFICATIONS

KNOWLEDGE OF:

1. Theories, principles, practices and techniques of organization design and development, public administration, public financing, financial management and long-range planning as they apply to a large municipal recreation, cultural and community services program.
2. Advanced principles, practices and techniques used in the analysis, evaluation, design, planning and implementation of large recreation, cultural and human services projects.
3. Advanced principles, practices and techniques involved in facilities management and programming.
4. Principles and practices of needs assessment, program implementation and program evaluation.
5. Administrative principles and methods including goal setting and long-range planning, program development and implementation, delegation and employee supervision.
6. Federal, state and local laws, policies and directives applicable to areas of responsibility including OSHA rules and regulations and the Americans with Disabilities Act.
7. Principles, practices and methods of financing and budget development and implementation.
8. Principles and practices of grant development and administration including grant contract monitoring and financial/program reporting.
9. Research methods and statistical analysis techniques.
10. The San Fernando community and issues surrounding quality of life and social needs.
11. Principles and practices of effective management and supervision with an organization-wide perspective.
12. Principles and practices of organization and culture change.

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13. Principles and practices of sound business communications.
14. City human resources policies and labor contract provisions.
15. Safety policies and safe work practices applicable to the work.

ABILITY TO:

1. Plan and direct the activities of a recreation and community services department.
2. Identify, develop and implement a variety of large programs to various targeted populations, sometimes with competing interests.
3. Communicate tactfully, respectfully and effectively with the public, both orally and in writing, in a manner consistent with the department's policing and customer service policies.
4. Select, motivate and evaluate staff and provide for their training and professional development.
5. Define issues, analyze problems and complex issues, evaluate alternatives and develop sound, independent conclusions and recommendations in accordance with laws, regulations, rules and policies.
6. Develop and implement appropriate procedures and controls.
7. Prepare clear, concise and comprehensive correspondence, reports, studies and other written materials.
8. Understand, interpret, explain and apply applicable laws, codes and ordinances.
9. Report child or elder abuse, neglect or domestic violence in accordance with mandated reporting requirements.
10. Represent the City effectively in dealings with other municipalities, community and business organizations, and the public.
11. Operate a computer and standard business software and a variety of computer software programs and databases related to area of assignment.
12. Establish and maintain effective working relationships with all those 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 or university with a major in recreation, human services, social services or a closely related field, and ten years of experience in the operation of a large, complex parks and recreation, cultural services or community services program that includes five years of management-level

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experience; or an equivalent combination of training and experience. A master's degree in business administration or public administration is preferred.

LICENSES; CERTIFICATES; SPECIAL REQUIREMENTS:

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

Current CPR and first-aid certifications are required.

Certified Park and Recreation Professional (CPRP) certification from the National Recreation and Parks Association or similar certification is desired.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by employees 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, walk and stand; talk and hear; use hands to finger, handle, feel or operate objects, tools or controls; reach with hands and arms; perform repetitive movements of hands or wrists. The employee is frequently required to lift up to 10 pounds unaided.

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

MENTAL DEMANDS

While performing the duties of this class, an employee uses written and oral communication skills; reads and interprets data, information and documents; analyzes and solves problems; uses math and mathematical reasoning; observes and interprets people and situations; learns and applies new information and skills; performs highly detailed work; deals with changing deadlines, constant interruptions and multiple concurrent tasks; and interacts with others encountered in the course of work, including frequent contact with customers and/or the public and dissatisfied/abusive individuals.

WORK ENVIRONMENT

The employee works in an office environment where the noise level is usually quiet. The employee frequently works in outdoor weather conditions, extreme heat or cold and wet or humid conditions; and where the noise level may be loud.