



# DIRECTOR OF PARKS AND RECREATION JOB DESCRIPTION

Job Title: Director of Parks and Recreation

Job Code: PR100

*Fairs, Events, and Tourism Manager*

Effective Date: April 2021

Pay Grade: 129

Revision Date: April 2021

FLSA: Exempt

## NATURE OF WORK

Plans, organizes, manages, coordinates, and participates in providing a comprehensive program of recreation, parks, tourism, sports, and leisure activities for the community. Plans, coordinates, and manages the operations and activities of the Southwest Washington Fair; oversees off-season Fairground activities, rentals, and community functions; promotes community interest in County Parks, Tourism, Fairs and Fairground facilities; manages the content and vision for DiscoverLewisCounty.com and related tourism activities, and supervises assigned personnel.

## Distinguishing Career Features:

The Parks & Recreation Director is a senior management position responsible for assisting the Chief of Internal Services in developing and implementing County goals and objectives related to parks, recreation, fairs, events, and tourism. Integral services and areas of oversight include but are not limited to: managing various recreation facilities including the fairgrounds, multiple County parks, historic buildings, and event centers; develop, schedule and implement a comprehensive program of events, recreation, tourism and programs and activities; develop and administer budgets; assist in acquisition and development, and maintenance of parks and open spaces; manage small and large capital improvement projects; prepare and administer grants; and other department administrative management functions. Appointment of Parks and Recreation Director requires compliance with the qualifications of the position and the ability to establish goals for the community needs assessment (current study of fair and parks underway), review the accomplishments of teams and performance of individuals.

## ESSENTIAL FUNCTIONS:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Plans, develops and implementing goals and objectives in all areas of parks, events, tourism, and recreation services.
- Provide guidance in a variety of aspects of parks, tourism, events, and recreation services.
- Plans and participates in the development of the park, tourism, and recreation master plans that include services and capital enhancements.
- Plans, manages and evaluates the work of assigned staff. Develops, implements and monitors work plans to achieve recreation service goals and performance measures. Establishes performance requirements.
- Plans and prepares budgets for the department, including variable funding such as those for recreation and projects. Administers and oversees service delivery according to approved budgets.
- Manages and coordinates the day-to-day operations including administration, marketing, public relations, events management, contract administration, tourism initiatives, park and facilities maintenance, and customer service.

- Directs, supervises, and participates in the development, implementation, and administration of the Fair's marketing, yearly event, interim events, and new event plans.
- Actively recruits, negotiates and administers special funding to include sponsorships and grants for the annual Fair and/or onsite at the Fairground's facilities, tourism activities, and the County parks.
- Prepare applications for various grants; administer approved grants; maintain knowledge of current and relevant grant processes, rules, regulations and associated agencies.
- Prepares, administers, and monitors the budgets for the Southwest Washington Fair, the Fairgrounds, County parks, and tourism efforts.
- Maintains and updates financial, statistical and program-specific data, reports and records. Develops and maintains computer-aided databases of program information, including demographic information of participants and the community in general.
- Represent the Department's interests on boards and committees; as necessary, represent the Chief of Internal Services at meetings with County officials and administrators, community organizations and governmental agencies, citizens and other groups or individuals.
- Administer and manage contracts for services provided by internal and outside agencies.
- Participates and coordinate with various non-profit organizations, school officials, community groups and others in offering programs and services.
- Receives, investigates and resolves participant, volunteer, staff, citizen, community group, or community partner inquiries, concerns, complaints and problems.
- Researches, identifies and develops marketing and publicity plans and strategies for the County's recreation services. Oversees development and distribution of, writes, and edits media releases, pamphlets, flyers, newsletters and other publicity materials for activities, events, and recreational programs.
- Develop and implement operating procedures for existing and new facilities.
- Hires, supervises, and evaluates the performance of assigned personnel; supervises and coordinates the work activities of volunteers; coordinates and/or provides employee training.
- Monitors staff for compliance with departmental policies, procedures, and standards of service.
- Updates and maintains the Department's personnel files; tracks staff leave accruals.
- Participates and facilitates with the Southwest Washington Fair Commission and Fair Association regarding fair operations; prepares meeting agendas, reports, and presentations.
- Provides support and assistance with various projects conducted by the Commission and/or the Association, including fundraisers, social gatherings, or other functions.
- Conducts a variety of public relations functions; develops and maintains partnerships with community organizations, clubs, and the media; delivers presentations and provides information regarding the Fair, Parks, and Tourism.
- Creates, sets up, and/or staffs Fair display booths at various types of community events.
- Prepares bids and coordinates bid processes; negotiates and administers contracts for a variety of recreation services and events including entertainment, sound, lighting, stages, tents, parking, and security.
- Coordinates with staff regarding Fair events, activities, interim event rentals, service requirements, office/grounds maintenance, and plays an integral role to the upgrade and improvements of the fairgrounds buildings and facility, and County parks.
- Receives, prioritizes, prepares, tracks, and closes out departmental work orders.
- Orders and maintains office/event supply inventories; authorizes departmental purchases; processes and authorizes departmental billing, payments, and reimbursements.
- Prepares and maintains a variety of departmental records, reports, and documentation; receives and processes records requests.
- Participates in a variety of staff, community, tourism, parks, and fair industry meetings, conferences, and seminars.
- Provides 24/7 on-call service in relation to County Parks, Fairgrounds, and/or interim events issues.
- Performs other duties as assigned that support the overall objective of the position.

**WORKING ENVIRONMENT / PHYSICAL DEMANDS:**

Work is performed in a standard office environment and in and around fairground facilities; subject to sitting, standing, walking, bending, reaching, and lifting of objects up to 75 pounds.

**EMPLOYMENT STANDARDS:**

Associate's Degree in Parks Management, Fair Management, Marketing, or a closely related field; AND three (3) years' experience managing parks, tourism, fairground operations, and/or events.

A valid Driver's License is required; certification as a Certified Fair Executive (CFE), desired. Certified Parks and Recreation Professional (CPRP), desired.

**KNOWLEDGE AND SKILLS:**

**Knowledge of:**

- County policies and procedures.
- Park and Fairground operations, policies, and procedures.
- Regulations and standards governing park and fairground operations.
- Principles of tourism, marketing, and public relations.
- Events management, grants, and contract administration principles.
- Processes for preparing and administering budgets.
- Supervisory principles, practices, and methods.

**Skills in:**

- Managing and coordinating the operations and activities of the County's Parks and Fairgrounds.
- Facilitating the delivery of high quality recreational services to the community and tourists.
- Coordinating bid processes and negotiating/administering service contracts.
- Writing and submitting grants.
- Establishing and maintaining effective working relationships with staff, volunteers, industry professionals, community organizations, outside agencies, vendors, contractors, the citizens of Lewis County, as well as our visitors.
- Communicating effectively verbally and in writing.
- Developing and administering budgets and monitoring departmental expenditure.
- Supervising, leading, and delegating tasks and authority.