

Civil Division: Towns
Jurisdictional Class: Competitive
EEO Category: Administrators
Revised: 05/19/16

DIRECTOR OF PARKS, RECREATION AND COMMUNITY RELATIONS

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for planning, organizing and directing a town recreation and community relations program. The emphasis of the recreation program is on seasonal recreational activities for youth, but the program does include various events and activities for all age groups throughout the year. The Director has administrative responsibilities for program planning, budget development and supervision of subordinate parks and recreation employees. The work is performed under the general supervision of the Town Recreation Committee or Town Supervisor, whichever is appropriate, with leeway allowed for the exercise of independent judgement in carrying out details of the work. The incumbent performs related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Prepares and recommends the adoption of long range and immediate needs to meet the community need for recreation space, programs, facilities and personnel;
Develops a marketing plan to position the Town to expand its tax base in a manner that continuously generates new income for town services;
Develops a comprehensive public relations program to communicate with and inform the public as to the actions, accomplishments and problems handled by their town;
Develops community relations, social and youth recreational activities and events including establishing activity hours and scheduling;
Assigns and supervises parks and recreation staff;
Administers the work of the Parks and Recreation Department in accordance with the policies of the Town Board;
Supervises registration of participants for activities and collects fees;
Promotes the organization of recreation activities and park operation through speeches and publicity materials;
Prepares, presents and directs the execution of the departmental budget and appropriations, and maintains financial accounting;
Prepares reports on the operation of the program;
Plans and supervises the conduct of programs and projects and may provide special leadership in specialized programs;
Develops and manages an annual Park Activities and Events Plan to promote use of the Town Park by residents;
Creates a marketing plan designed to market the facilities to non-residents, organizations and corporations in a manner that will generate revenues;
Interviews and hires subordinate recreation employees for various components of the program;
Establishes good working relationships with citizen groups, schools, and the general public relative to ongoing or new recreation programs;
Prepares bid and purchase requisitions for equipment and supplies;
Represents the department at meetings involving other departments and community organizations;
Prepares and issues regular and special reports related to the program;

TYPICAL WORK ACTIVITIES (cont'd):

Forms a citizens advisory group of volunteers that will provide community input on the seasonal park activities and provide ideas for continually improving the facility;
Promotes the organization of recreation activities and park operation through speeches and publicity materials;
Establishes and distributes calendar or events listing planned activities for the year;
Performs an annual communications audit to measure progress, or lack thereof, and to measure public opinion of the town's performance in the eyes of the residents.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of recreation and community relations theory and practice; good knowledge of planning and equipping recreation areas and facilities; good knowledge of recreation pursuits designed to appeal to different age groups; working knowledge of public organization and administration; working knowledge of budget preparations and maintenance; ability to plan, promote, and organize new recreation programs; ability to write narrative reports, letters, and news releases; ability to work cooperatively with others; ability to train and supervise parks and recreations employees; ability to organize and deliver speeches; ability to sell recreation programs to the general public; ability to evaluate present and future needs for recreation in accordance with community changes; ability to maintain professional attitude.

MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in recreation, physical education, public relations, marketing or a closely related field, **AND** one (1) year of administrative experience in an organized recreation program or athletic program, public relations or marketing involving supervision of others; **OR**
- (B) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in recreation, marketing or a related field, **AND** three (3) years of administrative experience in an organized recreation or athletic program, public relations or marketing; one (1) year of which shall have involved supervision of others; **OR**
- (C) Graduation from high school or possession of a high school equivalency diploma, **AND** five (5) years of administrative experience in an organized recreation or athletic program, one (1) year of which shall have involved the supervision of others.