Job Description

Job Title:	Recreation Manager	Classification:	Classified
Department:	Parks and Recreation	Grade:	300
Occupational Group:	Recreation	FLSA:	Exempt
Status:	Full-Time	Supervisory:	Yes

Primary Purpose

Under the general supervision; manages, supervises, and directs the activities of the Recreation Division, including recreation program operations, front desk operations, seasonal aquatic operations, athletic programs, in-house contractual recreation, education and leisure programs, conservation efforts, and special events. In addition, this position manages the Department's business affairs office and serves as the marketing and public relations manager for the Department.

Essential Job Functions

Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Regular and consistent attendance for the assigned work schedule is essential.

1. Develops, updates, and implements the Department's public relations, marketing communication, and social media strategy and plan.
2. Strategize, write, edit, and manage Department's marketing communications including presentations, membership, and Department activities and program offerings, website content, blogs, monthly newsletters, tradeshow and conference pieces, etc.; coordinates and facilitates Department communications via print, email, and social media.
3. Develops and maintains professional working relationships with local media outlets and community groups; provides public presentations, press releases, and promotional materials to inform the community on park facilities, programs, and events.
4. Oversees guest services programming; assists with special event programming and coordination including Membership Drives, Member Appreciation Events, Concessions/Vending, Corporate Memberships, Member Retention, and special promotions of Department facilities.
5. Actively engages the general public and facility users. Responds to inquiries and resolves difficult customer service issues. Conduct surveys and collects feedback to ensure facilities meet community needs and enhance effectiveness.
6. Facilitates and manages rentals for Memorial Hall including drafting contracts, scheduling, and logistics.
7. Plans, directs, implements, and supervises in-house and contract recreational, educational, leisure, and athletic programs and events.
8. Evaluates program content and methods used in providing community recreation offerings; recommend areas of improvement; implements appropriate recommendations.
9. Contributes effectively to the Parks Department, communicates effectively with co-workers, both within the department as well as outside the department. Maintains satisfactory attendance to ensure duties are performed without negatively impacting co-workers or delivery of service to the public.
10. Coaches and develops direct reports by providing regular feedback regarding employee performance. Provides timely and constructive feedback through the formal evaluation process.
11. Addresses employee performance concerns in compliance with established policies and procedures. Participates in the disciplinary process by providing critical input prior to the Department Director

issuing a final recommendation for disciplinary action in compliance with the City's policies and procedures.

12. Participates in hiring and promotional processes by providing critical input to the Department Director and Human Resources regarding hiring and promotional opportunities. Cooperates and coordinates with the City Human Resources Department to comply with rules and regulations related to recruitment, hiring, and promotional processes.
13. Develops and manages the Recreation division's annual budget and serves as the subject matter expert for divisional budget requests included in the departmental budget. Reviews and recommends budget expenditures for non-personnel costs, to the Department Director to ensure spending is minimized and services are maximized throughout the fiscal year, in compliance with the City's purchasing policies and procedures, and are authorized in the budget.

Other Duties

- Solicits and coordinates the Department's sponsorship program.
- Manages facilities rental program for departmental facilities, as well as registration, funds and fee collections for the Recreation Division. Oversees and assists with reconciling revenue deposits.
- Develops grant requests for the Department; assists in grant execution as needed.
- Attends and participates effectively at departmental staff meetings.
- Maintains the confidentiality of files, records, reports as required by law, City policy, and procedures.
- Performs other duties as assigned.

Minimum Qualifications

Knowledge of: Principles, practices, and methods of community reaction programming and operations; methods of promoting awareness and public relations; social media channels, branding strategies; planning, preparing, and working with an effective budget; management techniques to analyze the Recreation Divisions programs, policies, and operational needs; Department and City policies and procedures; and principles and practices of supervision; Microsoft Office Suite.

Skill in: Communicating clearly and effectively, orally and in writing; preparing grant requests; establishing and maintaining effective working relationships with other staff, members of the public, and special interest groups; computer applications and software, including specialized recreation software; developing executive digital marketing communication materials and plans; utilizing social media channels for promotion and public relations; dealing with difficult people and situations in a tactful manner; supervising and evaluating the performance of subordinates; Microsoft Office Suite.

Education: Graduation from an accredited college or university with a Bachelor's degree in Recreation Administration or related discipline.

Experience: Three years of progressively responsible management/supervisory experience in a public recreation agency or any equivalent. Experience with specialized recreation software and marketing communications is preferred.

Licenses and Certifications: Possess and maintain a valid state issued driver's license. Park and Recreation Professional Certification is preferred, but not required.

Physical Demands Requirements and Working Conditions

This is primarily an office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment; vision to read printed materials and a computer screen; hearing and speech to communicate in-person and over the telephone. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 20 pounds.

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset members of the public or their representatives while enforcing departmental policies and procedures.

Miscellaneous Requirements

Requires successful post-offer completion of a background investigation, physical exam, and drug test as a condition of employment with the City of Joplin.

Revision Date: 11/01/2021	Type of Change: Update position
Revision details: City-wide job description revision and updates.	