

JOB TITLE: Parks and Recreation Director

REPORTS TO: Hopewell Area Recreation and Parks (HARP) Board Chair

GENERAL DESCRIPTION: The Parks and Recreation Director manages and maintains public parks and recreation areas and facilities and community recreation programs and events for HARP. This is professional level administrative work involving facility scheduling and management, oversight of park maintenance, delivery of recreation programs, budgeting and financial management, park development and rehabilitation, and community and public relations. The Parks and Recreation Director has supervisory responsibility for staff and volunteers and makes day-to-day operating decisions, with policy decisions requiring review and approval of the HARP Board.

ESSENTIAL JOB FUNCTIONS:

- Recruits, assigns, trains, supervises, and processes clearances for part-time staff, interns, contracted employees, seasonal staff, and volunteers performing programming and maintenance tasks at park areas and recreation facilities.
- Oversees creation, marketing, scheduling, registration, delivery, and quality of a variety of community special events and recreation, athletic, and instructional programs and services for residents of all ages.
- Works closely with the HARP Board, its subcommittees, and volunteers to execute programs and services.
- Formulates policy and planning recommendations for the HARP Board.
- Prepares and recommends adoption of a strategic plan with long-range goals and short-term objectives to meet residents' needs for recreation programs, park areas, and recreation facilities.
- Oversees planning, maintenance, renovation, repair, and usage of indoor and outdoor park and recreation areas under the jurisdiction of HARP.
- Performs on-site inspection of parks, recreation areas, and facilities to identify maintenance, accessibility, repair, or replacement needs and helps to prioritize park development and renovation projects.
- Develops bids, and coordinates, schedules, supervises, and monitors field operations for contracted maintenance services.
- Works cooperatively with municipal Public Works staff to share resources needed to efficiently maintain park areas.
- Develops routine and preventative maintenance programs and security plans for park areas, facilities, and equipment.
- Leads the effort to utilize mandatory dedication funds in the most effective ways.

- Oversees the scheduling and rental of HARP recreation facilities.
- Prepares and recommends the yearly budget for HARP Board approval, manages resources within budget guidelines, and implements an equitable system of fees and charges for programs and facilities.
- Identifies and develops revenue sources and manages programs and services so that revenue exceeds expenses, to sustain and strengthen HARP's finances.
- Identifies grant opportunities and writes grant proposals for planning, development, and renovation of parks and recreation areas and facilities and recreation program funding.
- Solicits sponsorships and donations for community events and organizes fund raising events.
- Leads HARP's social media presence, creating and delivering content on social media including Facebook, Twitter, and Instagram. Leads electronic marketing efforts, including e-newsletters and e-mail blasts.
- Manages the writing, design, and distribution of print and digital flyers, program guide, brochures, annual report, and other promotional materials.
- Creates content for, maintains, and updates website with content adjusted as needed to keep website current.
- Establishes close working relationships and builds public-private partnerships with area municipalities, the South Eastern School District, businesses, and community organizations to improve and maintain park areas, recreation facilities, recreation programs, and special events.
- Conducts needs assessments and user surveys as directed by the HARP Board to seek broad input on the quantity and quality of facilities, programs, and services and to continuously improve them.
- Responds to concerns by the public with the goal to achieve a high level of customer satisfaction.
- Shares the value and benefits of HARP park areas, recreation facilities, programs, and services with the public to build advocacy for and volunteer involvement in parks and recreation.

EDUCATION AND EXPERIENCE QUALIFICATIONS: A Bachelor's degree from an accredited college or university with a major in Parks and Recreation Management or related field with a minimum of four (4) years of municipal work experience in the operation of public parks, recreation areas, facilities, and programs (or a combination of education, training, and/or experience that provides an equivalent background to perform the work).

LICENSE/CERTIFICATION AND OTHER REQUIREMENTS:

- Possession of the Certified Park and Recreation Professional certification is strongly preferred.

- Possession of a valid driver's license or the ability to obtain the license within 30 days of employment, access to a vehicle, and a clean driving record is required.
- Successful passage of PA Act 34 (criminal history), PA Act 151 (child abuse history), and the fingerprint-based FBI (federal criminal history) background clearances, post-offer drug test, and background credit check, is required prior to the start of employment.
- Possession of Certified Playground Safety Inspector (CPSI) credential and First Aid and CPR certifications or willingness to attain them is required.

SKILLS AND ABILITIES:

- Thorough understanding of Pennsylvania municipal government operations.
- Proven skill in organizing and operating recreation programs and special events and managing public park areas and recreation facilities.
- Ability to work cooperatively and communicate effectively with local, regional, and state agencies, elected and appointed officials, community groups, businesses, and residents, with strong public speaking, facilitation, listening, and writing skills.
- Familiarity with principles, practices, current issues and trends, regulations, and techniques related to recreation programming, park management, capital projects, and park, turf, and athletic field maintenance.
- Working knowledge of available grants for recreation programming, and park and trail acquisition, development, and renovation, and ability to research and identify potential funding sources for projects.
- Understanding of effective marketing, public relations, and promotion of parks and recreation programs and facilities.
- Ability to positively convey the benefits and value of parks and recreation services to municipal and business leaders and the public.
- Experience reporting to and interacting with a board of directors.
- Ability to inspire others and recruit and engage volunteers in programs and services.
- Capacity to work under pressure, organize, plan, and prioritize multiple work activities, and meet deadlines.
- Self-motivated and able to work effectively with little supervision.

- A proven track record of successful grant writing, fund raising, and development of creative revenue generation strategies.
- In-depth knowledge, understanding, and demonstrated experience in e-marketing and social media platforms and how they can be deployed in different scenarios.
- Outgoing, positive, and solution-oriented attitude.
- Demonstrated ability to solve problems, think strategically, positively influence others, and foster teamwork to achieve results.
- Ability to produce high-quality work reflecting attention to detail and accuracy.
- Proficiency with Microsoft Office software (Outlook, PowerPoint, Excel, Publisher, and Word), QuickBooks or other basic accounting software, graphic design software, and website content management software.
- Ability to exert physical effort which may involve some lifting, carrying, pushing, and/or pulling of objects and materials of up to 25 lbs.

OFFICE LOCATION: HARP Community Building, Stewartstown, Pennsylvania

WORK SCHEDULE: Monday through Friday, full-time flexible hours between 8 a.m. and 5 p.m. with a 40-hour work week. Some evening and weekend hours required.

The above position description in no way states or implies that these are the only duties to be performed by this employee. The Parks and Recreation Director is expected to perform other duties necessary for the effective operation of HARP.

Date Approved: March 4, 2021