

## **GEORGETOWN – SCOTT COUNTY PARKS AND RECREATION**

**POSITION TITLE:** Recreation Manager – (Special Events, Marketing, and Performance Analyst)

**POSITION CLASSIFICATION:** Exempt

**GRADE:** 9

**DEPARTMENT:** Recreation

**IMMEDIATE SUPERVISOR:** Assistant Director

**SUPERVISES:** Facility, Recreation and Programming Personnel

### **CHARACTERISTICS OF POSITION:**

Under general direction of Assistant Director, performs management and administration work in the areas of special events, fundraising, sponsorship development, and program analysis. Plans, designs, implements and manages special events for department with the support of the Assistant Director. Other duties include grant writing, coordinating donor development through Friends of the Park, including cultivating, nurturing, and growing a network of committed donors and sponsorships, identifying, researching, and rating prospective businesses as event sponsors, developing and creating marketing materials, press releases, and social media updates. Create and analyze results of program and community evaluations. Assists Assistant Director and performs related work as required. Works a flexible schedule, including on call status and weekends.

### **GENERAL DUTIES AND RESPONSIBILITIES:**

**Essential:** The organization, coordination, and supervision of existing and new special event programs. Must continually evaluate and strive to improve new and existing programs. Recruitment, hiring, and training of employees, volunteers, and all others assisting with the programs. Conduct staff training sessions for programs as well as conduct timely staff meetings to address concerns and needs of each program. Must prepare and distribute all necessary information to promote the department's programs including press releases, flyers and verbal representation. Prepare and maintain all program records and employee records; this includes work schedules, accident reports, discipline reports, etc. Works with the Assistant Director to make sure that all department policies, state and federal labor laws, and department procedures are adhered to in all facilities and programs. Keeps the Assistant Director informed on the status of existing and new special events. Must maintain and acquire all certifications necessary to improve recreational programming and the training of staff. Must thoroughly understand and be able to implement all policies and procedures of the department. Must be able to handle patron/program participant complaints and deal with the situation in a timely manner. Plan and supervise Special Events. Purchase (with Assistant Director's approval) supplies and equipment when needed and have a current record of all inventory for each programming area. Must work within the confines of the fiscal budget. Schedule employees for all

programs and facilities as needed. Establish and promote partnerships with other public and private community agencies to enhance and promote new programs.

**Nonessential:** May assist Parks and Recreation Director and Assistant Director in any other areas as requested.

**QUALIFICATIONS/REQUIREMENTS:**

**Education, Training, Experience:** Must possess a Bachelor's Degree in Parks and Recreation or a closely related field. Three years experience in Parks and Recreation preferred with at least one of those years in a supervisory position. Prefer experience in special events program development, marketing, grant writing, and program analysis. Must become First Aid, CPR, AED certified within 6 months. Certified Parks and Recreation Professional (CPRP) Preferred.

**SPECIAL KNOWLEDGE, SKILLS AND ABILITIES:**

**Knowledge:** Comprehensive knowledge of recreation programming planning such as setting goals and objectives and maintaining a program budget. Must have a working knowledge of marketing and program analysis. Working knowledge of office equipment. General knowledge and understanding of Federal and State Labor Laws.

**Skills:** Computer skills including word processing, graphics, and publishing applications, social media, and website publishing.

**Abilities:** Ability to establish and maintain effective working relationships with Parks and Recreation employees and the general public. Ability to implement and maintain a diversified special events program meeting the leisure needs of the community. Ability to prepare and maintain accurate reports. Ability to function effectively when required to work varying schedules and shifts as determined by recreation and facility program events. Ability to communicate effectively both orally and in writing. Ability to make decisions and perform under stress when problems arise.

**SPECIAL LICENSING REQUIREMENTS:** Valid Kentucky driver's license.

**ADDITIONAL REQUIREMENTS:**

**Instructions:** Must be able to work within own timeline with minimal instructions on a daily basis.

**Processes:** Must review and improve marketing efforts and program plans, program ideas, etc. as needed.

**Review of Work:** Work is generally reviewed through oral and written reports.

**Analytical Requirements:** Decisions based on knowledge and application of techniques/concepts are required.

**Work Environment:** Inside and outside

**Availability:** Must be able to attend meetings and departmental activities in evening hours and on weekends; must be able to work irregular hours on a regular basis.

**Physical Demands:**

**Lifting:** Some required (up to 50 pounds). Requires standing, walking, and sitting.

**Use of Equipment:** Tools and equipment and other related items pertaining to recreation programs and maintenance as well as normal office equipment.

**Vehicle Operation:** Automobile when needed.