



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
DIRECTOR
(ADMINISTRATION DIVISION)
PARKS, RECREATION, AND TOURISM

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
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GENERAL STATEMENT OF RESPONSIBILITIES

Under limited supervision, this position provides leadership for the Department of Parks, Recreation, and Tourism and is responsible for developing and administering programs and systems to support and promote high performance strategies to meet organizational needs, vision and values. Reports to an Assistant City Manager.

ESSENTIAL JOB FUNCTIONS

Provides leadership and strategic direction for determining priorities, goals and objectives to meet City, Departmental, and Community needs as they relate to the City's parks, recreation, tourism, historic services, animal services, public landscapes and cultural arts programs and facilities. Plans, organizes and coordinates complex project activities related to establishing and applying modern recreation concepts and systems and developing innovative programs for addressing problems and concerns. Evaluates, assesses and makes recommendations to Assistant City Manager, City Manager and City Council.

Establishes, implements and evaluates internal systems to effectively meet operating goals and objectives. Develops and evaluates policies and procedures to effectively carryout departmental operations; promotes staff collaboration, innovation and critical thinking in developing solutions and approaches to departmental issues. Responsible for effective employee relations, diversity and staff development; oversees and performs employee evaluations; administers human resources policies and procedures; and determines appropriate personnel actions.

Responsible for overall management of the department; including budget research, development, preparation and budget monitoring to ensure cost effectiveness. Ensures that purchasing and financial transactions are properly conducted in accordance with City administrative policies and procedures.

Develops proposals and reports on parks, recreation, tourism, animal services and related issues and presents recommendations to City Management, City Council and to other groups. Responsible for coordinating with City Manager for placement of items on City Council Agenda; ensures reports, studies, and plans are appropriately processed in accordance with federal, state, and City ordinances and policies.

Responsible for implementing programs that promote communication with the community on a variety of topics. Implements procedures for receiving and processing community inquiries and concerns; establishes effective relationships with the media; personally meets with community groups, gives talks and presentations and represents the City at various meetings and functions.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- **Parks and Recreation Management** - Comprehensive knowledge of parks and recreational programming and facility operations as they relate to City's parks, recreation, tourism, historic services, animal services, public landscapes and cultural arts programs and facilities.
- **Management of Personnel** - Knowledge of leadership techniques, principles and procedures to assign work, schedule, supervise, train and evaluate the work of assigned staff. Knowledge of personnel recruitment, selection, and the use of human resources information systems.
- **Customer Service** - Thorough knowledge of principles and processes for providing customer services. This includes setting and meeting quality standards for services, and evaluation of customer satisfaction.

REQUIRED SKILLS

- **Performance Management** - Monitoring/assessing performance of other individuals, or the organization to make improvements or take corrective action. Motivating, developing, teaching and directing people as they work, identifying the best people for the job.
- **Critical Thinking** - Using logic and reasoning to understand, analyze, and evaluate complex situations and then to research information to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to the situation. Applies general rules to specific problems to produce answers that make sense. Combines pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
- **Judgment/Decision Making** - Evaluates the best method of research and then exercises appropriate judgment in establishing priorities and resolving complex matters. Considers the relative costs and benefits of potential actions to choose the most appropriate one.
- **Interpersonal Relationships** - Maintains high morale among all department employees. Shares knowledge with supervisors and staff for mutual and departmental benefit. Develops and maintains cooperative and professional relationships with employees, managers in other departments, representatives from organizations, and the general public. Tactfully and effectively handles requests, suggestions and complaints from other departments and persons.

REQUIRED ABILITIES

- **Coordination of Work** - Ability to establish and implement effective administrative and management programs and procedures. Ability to plan and organize daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Implements work activity in accordance with priorities and estimated schedules. Performs a broad range of supervisory responsibilities over others. Highly developed ability to evaluate plan alternatives in relation to trends, costs, and social pressures and needs.

- Communication – Excellent ability to communicate complex ideas and proposals effectively so others will understand to include preparation of reports, agendas, and policies. Excellent ability to listen and understand information and ideas presented verbally or in writing. Ability to handle a variety of human resources issues with tact and diplomacy and in a confidential manner.
- Budgeting – Ability to perform arithmetic, algebraic, and statistical applications. Ability to employ economic and some accounting principles and practices in the analysis and reporting of financial data.

EDUCATION AND EXPERIENCE

Bachelor’s Degree in Parks and Recreation, Business Administration, Public Administration, or a related field and 10 years of progressively responsible experience in parks and recreation management with 5 -7 years of supervisory experience or an equivalent combination of education and experience.

Advanced degree or professional designation as a Certified Parks and Recreational Professional (CPRP) desirable.

ADDITIONAL REQUIREMENTS

An acceptable general background investigation to include a local and state criminal history check, sex offender registry check as well as a valid driver’s license with an acceptable driving record.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Essential functions are regularly performed without exposure to adverse environmental conditions.