



NEWPORT NEWS, VA  
CITY OF OPPORTUNITY

JOB DESCRIPTION  
**RECREATION PROGRAMS  
SUPERINTENDENT**  
(PROMOTIONS & SPECIAL EVENTS)  
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, overall administration and technical expertise for City sponsored and co-sponsored public festivals, special events and other activities. Reports to the Director.

**ESSENTIAL JOB FUNCTIONS**

Responsible for the effective supervision and administration of the Promotions and Special Events Branch including completing required reports, budgeting, purchasing and financial transactions to include revenue collection, staff development, performance evaluations, employee relations, prioritizing and assigning work and related activities. Evaluates the need to fill vacant positions and recommends changes to allocated positions and branch structure as needed. Researches and prepares recommendations and reports for the department director.

Oversees and develops short and long-term strategic goals pertaining to the planning, development, design and operational processes for all major City sponsored and co-sponsored public festivals, special events, openings, ceremonies, concerts, athletic tournaments, and other activities to include developing concepts, approving program content and expenditures, purchasing required equipment, negotiating contracts, and coordinating with vendors and other departments. Develops revenue producing programs and cost savings initiatives.

Reviews, approves, and ensures distribution of departmental promotions and advertising materials such as graphic publications, website content and design, news releases, etc. Maintains relationships with the local media. Represents the Department on City, Community and regional committees. Assists Community organizers with the development and operations of events and promotions throughout the city.

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**

- **Recreational Programming** – Comprehensive knowledge of park and recreational programming and recreational facility operations and available resources of assigned areas to include professional recreational philosophies, principles, and practices.
- **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.
- **Supervision** – Knowledge of leadership techniques, principles, and procedures to assign work, schedule, supervise, train, and evaluate the work of assigned staff.
- **Strategic Planning** – Knowledge of strategic planning principles and theories to ensure competitive advantage and profitability.

## **REQUIRED SKILLS**

- **Critical Thinking** – Uses logic and reasoning to understand, analyze, and evaluate complex situation and researches information to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to the situation.
- **Interpersonal Relationships** – Develops and maintains cooperative and professional relationships with employees at all levels, representatives from all departments, and outside agencies. Effectively responds to and resolves complex inquiries and disputes.
- **Computer Skills** – Utilizes a personal computer with a customer information system, word processing, spreadsheet, and related software to effectively complete a variety of tasks with reasonable speed and accuracy.

## **REQUIRED ABILITIES**

- **Communication** – 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 and in writing.
- **Coordination of Work** – Ability to establish and implement effective administrative programs and procedures. Ability to plan and organize daily work routine and establish priorities for the completion of work in accordance with sound time-management methodology. Performs a broad range of supervisory responsibilities over others.
- **Financial Management** – Ability to perform arithmetic, algebraic, and statistical applications. Ability to employ economic and accounting principles and practices in the analysis and reporting of financial data.

## **EDUCATION AND EXPERIENCE**

Bachelor's Degree in Recreation, Leisure Studies, or a related field and 5-7 years of progressively responsible experience in recreation programs or recreation facility operations with 3-4 years of supervisory experience, or an equivalent combination of education and experience.

## **ADDITIONAL REQUIREMENTS**

An acceptable general background investigation to include a local, state, and 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**

Performance of essential functions may require exposure to adverse environmental conditions, such as, humidity, temperature and weather extremes, traffic hazards, infectious disease, or rude/irate customers.