

City of Marinette Position Description

Name:		Department:	Recreation		
Position Title:	Executive Director of Recreation and Events	Pay Grade:	15	FLSA:	Exempt
Date:	September 2017	Reports To:	Mayor		

The purpose of this position is to plan, develop, Purpose of Position administer, manage, promote and evaluate recreation programs; and supervise recreation facilities for the City of Marinette.

Essential Duties and Responsibilities

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Oversee event management activities for all facility events.
- Direct, coordinate and oversee the activities of employees engaged in providing event coordination, telecommunications, technical support, audio-visual services, food & beverage, event security, fire regulation compliance, box office, marketing, and overall client satisfaction during events.
- Exercise direct supervision and event staff.
- Responsible for new event booking and revenue generating opportunities by maintaining and cultivating new promoter relations.
- Work under high pressure in meeting urgent deadlines.
- Consult with production managers, promoters, and others concerning physical set-up needs.
- Inspect facility to ensure it is being maintained properly for events.
- Develop crowd management and event staffing plans and supervise event staff during events and work cooperatively and jointly to provide quality seamless customer service.
- Conduct planning and operational meetings as required to ensure smooth coordination of event activities.
- Manage and participate in the development and implementation of goals, objectives, policies, and priorities of all event related programs and activities.
- Maintain knowledge of and ensure compliance with relevant federal, state and local regulations.
- Communicate clearly and concisely both orally and in writing.
- Work a flexible schedule which may include some early mornings, days, evenings, overnight, weekends, holidays, extended work days and extended numbers of days.

Executive Director

- Garner corporate, individual and local business sponsorships and donations, procurement of in-kind goods and services.
- Develops and executes comprehensive marketing plans and programs, both short and long range, to support sales and revenue objectives of organization. Evaluates and recommends distribution channel development programs.
- Oversee the deployment and optimization of relevant digital strategies. Oversees digital marketing efforts and collaborate with corporate digital team and agencies to ensure the development and execution of robust online marketing (inclusive of all relevant and emerging social media platforms).
- Develops and manages operating budget.
- Plans and oversees advertising and promotion activities including print, online, electronic media and direct mail.
- Negotiates contract terms and conditions for major services/events.
- Establishes and maintains relationships with industry influencers and key community and strategic partners. Develops creative/collaborative partnerships.
- Perform related duties and responsibilities as required.
- Evaluates job applicant's qualifications. Interviews, hires, trains, supervises and evaluates employees.
- Prepares or reviews out-going correspondence, reports and memos. Reviews in-coming correspondence and memos.
- Research, coordinate and manage the implementation of new activities and programs developed at each facility.
- Develop pricing and operational policies to maximize public use of department facilities and programs.
- Establish departmental goals, policies and objectives. Oversee planning and implementation of comprehensive, year-round recreation programs, activities and events based on analysis of city growth, public input, workload, staffing, and related economic influences to provide appropriate and effective services to the community.
- Direct, develop, and implement long range goals and objectives for the Recreation Department which includes long-term management strategies and the evaluation of program effectiveness and delivery of services.
- Prepare and present annual department budget. Manage and monitor approved department budget. Develop and administer fundraising, grants, other resources and alternative funding for department and related community goals and projects.
- In charge of all reports including State and government required reports.
- Attend City Council and other meetings as needed, providing input and receiving direction or other information.
- Maintain professional, respectful, productive and cooperative working relationships with its staff, other organizations and the general public.
- Follow all safety rules and procedures for work areas. Correct and/or report unsafe conditions to appropriate personnel. Model safe work practices for staff.

Executive Director

- Monitors all software programs and make recommendations to the IT department regarding updates.
- Coordinates facilities use.
- Maintains knowledge of current recreational trends, community needs and desires, recreation administration principles and techniques, and safety standards regarding recreation.

Minimum Training and Experience Required to Perform Essential Job Functions

- Bachelors degree in Recreation Management or related field of study, or
- Five (5) years experience in Parks and/or Recreation Management.
- Extensive knowledge of applicable federal, state and local laws, codes and safety regulations regarding recreation.
- Extensive knowledge of recreation philosophy, planning and administration.
- Skill in monitoring and evaluating program results and demonstrating outcomes both qualitatively and quantitatively.
- Skill in Microsoft Office or Google Docs.
- Ability to present to City Council.

Ability to trouble shoot software and hardware issues for the Civic Center, Senior Center and Welcome Center.

Physical and Mental Abilities Required to Perform Essential Job Functions

- Work is performed primarily in a standard office environment and at indoor and outdoor recreational facilities; travel to different locations; incumbents may be exposed to inclement weather conditions; work and/or walk on various types of surfaces including slippery or uneven surfaces; incumbents may be required to work extended hours including evenings and weekends.
- Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to verbally communicate to exchange information.
- Vision requirements: See in the normal visual range with or without correction.
- Hearing requirements: Hear in the normal audio range with or without correction.

Executive Director

The City of Marinette is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Employee's Signature

Supervisor's Signature

Date

Date