



Title: Director of Public Relations and Recreation

FLSA Status: Exempt

BRIEF DESCRIPTION:

This position is responsible for creating and maintaining internal and external mass communications among city staff and the general public, promotes media relations and publicity for the city, fosters civic involvement and awareness of City activities, services, and programs. This position is also responsible for planning, directing, managing, and overseeing the activities and operations of the Recreation Department, including capital planning, research, and golf course maintenance. Directs the planning and development of new site facilities and programs including, swimming pool, and recreational buildings. Coordinates assigned activities with other City Departments and outside agencies; planning and implementation of projects, under the direct guidance of the City Manager. Regular and reliable attendance is a necessary component of the job.

REPORTS TO:

This position reports to the City Manager.

SUPERVISES:

This position supervises the Recreation Manager, Golf Course Superintendent, and Part-time, Seasonal, and Full-time Recreation Staff.

ESSENTIAL FUNCTIONS:

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

(S) Sedentary	(L) Light	(M) Medium	(H) Heavy	(V) Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally; 10-25 lbs. frequently; or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally; 10-25 lbs. frequently; or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally; 50-100 lbs. frequently; or up to 20-50 lbs. constantly.

#	Code	Essential Functions	% of Time
1	L	Assumes full managerial responsibility for recreation department services and activities; plans and manages a comprehensive recreation program including athletic leagues, instructional programs, camps, and special events; Manages the recreation center and swimming pool and programs therein; including staffing, maintenance and marketing; selects, trains and evaluates work performance of personnel;	40%



		Prepares, manages, and participates in the development and administration of the department budget; forecasts funds needed for staffing, equipment, materials, and supplies; directs the monitoring and approval of expenditures;	
2	L	Reviews work plans for department employees; Assigns work activities, projects, and programs and evaluates work products, methods, and procedures; meets with employees to identify and resolve problems or deficiencies; Manages the development and implementation of department goals, objectives, policies, and priorities for each assigned service area, identifies opportunities for improvement, and directs implementation of changes;	20%
3	L	Prepares specifications and bid documentation for a variety of construction and maintenance projects; Research and plans for current and future park and leisure service needs; Performs public relations duties by acting as official departmental representative and coordinator to other City departments, City Manager’s office, elected officials, boards and outside agencies; explains, justifies, and defends department programs by responding to citizen questions, complaints, and requests for service	10%
4	M	Works with City staff to proactively generate positive news stories about City services. Designs, coordinates, produces media releases, advisories, public service announcements, newsletters, annual reports, special reports for City administration, and other City publications or communications including brochures, flyers, invitations, and other outreach material. Assist with press releases. Performs other job-related duties as directed by the City Manager.	10%
5	M	Coordinates City social media (Facebook, Twitter, etc.) accounts; creates content for publishing. Maintains City website, serves as the point of contact for website changes and additions. Operates broadcasting equipment during City Council meetings.	10%
6	M	Assist in responding to information requests from the media and the general public. Assist the City Manager with media relations in a crisis or emergency situations	10%

JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Formal Education	Work requires knowledge of a specific vocational, administrative, or technical nature which may be obtained with a two year associate's degree, diploma or equivalent from a college, technical, business, vocational, or correspondence school. Bachelor’s Degree in journalism,



	communications, Business or Public administration, or a related field preferred. Appropriate certification may be awarded upon satisfactory completion of advanced study or training.
Experience	Over three years up to and including five years.
Supervision	Work requires supervising and monitoring performance for a regular group of employees or a work unit including providing input on hiring/disciplinary actions and work objectives/effectiveness and realigning work as needed. A first line supervisor typically performs these functions.
Human Collaboration Skills	Recommendations regarding policy development and implementation are made and/or recommended during interactions. Evaluates customer satisfaction, develops cooperative associations, and utilizes resources to continuously improve customer satisfaction.
Freedom to Act	Receives Limited Direction: Within this job, the employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. The assignment may be reviewed upon completion. Performance is reviewed periodically.
Technical Skills	Skilled: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Fiscal Responsibility	Oversees budget preparation of a division or department budget. Reviews and approves expenditures of significant budgeted funds for the department or does research and prepares recommendations for organization-wide budget expenditures.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Math	Advanced - Ability to apply fundamental concepts of theories, work with advanced mathematical operations methods, and functions of real and complex variables. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study
Writing	Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.
Certification & Other Requirements	Valid Class C drivers license



OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with "X"-					
Sedentary	Light	X	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	X	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C Continuously <small>2/3 or more of the time.</small>	F Frequently <small>From 1/3 to 2/3 of the time.</small>	O Occasionally <small>Up to 1/3 of the time.</small>	R Rarely <small>Less than 1 hour per week.</small>	N Never <small>Never occurs.</small>
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Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	C	making presentations, observing work site, observing work duties, communicating with co-workers
Sitting	F	desk work, meetings, driving
Walking	C	to other departments/offices/office equipment, around work site
Lifting	C	files, supplies, equipment
Carrying	C	files, supplies, equipment
Pushing/Pulling	C	file drawers, equipment, tables and chairs
Reaching	C	for supplies, for files
Handling	C	paperwork, monies
Fine Dexterity	C	computer keyboard, calculator, telephone pad
Kneeling	C	filing in lower drawers, retrieving items from lower shelves/ground
Crouching	C	filing in lower drawers, retrieving items from lower shelves/ground
Crawling	C	under equipment
Bending	C	filing in lower drawers, retrieving items from lower shelves/ground, making repairs
Twisting	C	from computer to telephone, getting inside vehicle
Climbing	R	ladders, step stool
Balancing	O	on ladders, on step stool, on equipment
Vision	C	driving, observing work site, reading, computer screen
Hearing	C	communicating with co-workers and public and on telephone, listening to equipment
Talking	C	communicating with co-workers and public and on telephone
Foot Controls	F	driving
Other (specified if applicable)		



MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Telephone, fax machine, copier, hand tools, calculator, register, pool filtration system, computer and associated hardware and software

ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
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D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
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-Health and Safety Factors-	
Mechanical Hazards	R
Chemical Hazards	F
Electrical Hazards	R
Fire Hazards	R
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	R
Other (see 1 below)	N

-Environmental Factors-	
Respiratory Hazards	S
Extreme Temperatures	S
Noise and Vibration	S
Wetness/Humidity	W
Physical Hazards	N

(1) N/A

PROTECTIVE EQUIPMENT REQUIRED:

Gloves, safety glasses, safety mask

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
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-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	O
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	F
Noisy/Distracting Environment	F
Other (see 2 below)	N

(2) N/A

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other (see 3 below)	
Recreation/Neighborhood Center			

(3)N/A



SIGNATURE – REVIEW AND COMMENTS:

I have reviewed this description and understand the requirements and responsibilities of the position.

	_____ Signature of Employee	_____ Date
_____ Job Title of Supervisor	_____ Signature of Supervisor	_____ Date
_____ Job Title of Department Head	_____ Signature of Department Head	_____ Date

Comments: _____

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required. This description is subject to modification as the needs and requirements of the position change.