

## **RECREATION DIRECTOR**

**Department:** Recreation  
**Division:** N/A  
**Appointing Authority:** Mayor

**Grade:** S10  
**Revision Date:** 1/2020  
**Bargaining Unit:** S

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### **Definition:**

Directs and administers the development and oversight of a comprehensive parks, recreation and cultural services program- for the City including: policy and decision making, contract administration, budget management, staff development, facilities and programs management, cultural tourism, park maintenance, capital planning and development and improvements to promote community involvement and enhance quality of life for citizens of Greenfield.

Manages the daily activities of the department, prepares and administers the department's annual budget, and promotes interdepartmental cooperation on common projects and functions of the department.

Leads a team of employees in planning, organizing and supervising dynamic and comprehensive community based recreation programs serving all age groups and a wide scope of interests. Selects, trains, and manages highly motivated employees who are committed to the highest level of performance.

### **Supervision:**

Works independently and under the policy direction of Mayor; reports directly to and works under the general (administrative direction) oversight and supervision of the Director of General Administration. Works with the Recreation Commission in their advisory capacity to the Mayor pursuant to Charter.

Directly supervises department employees. Provides direction and supervision fifty or more employees, volunteers, and contractors associated with the operation of the department.

### **Environment:**

Varied work in a multi-task environment. Office duties are performed under typical office conditions. Operates standard office equipment. Noise levels are usually quiet to moderate but increase during scheduled departmental events and programs. Non-typical work hours include evenings, weekends and holidays as necessary.

Performs varied and complex professional duties requiring independent judgment and initiative, ensuring compliance with applicable laws, rules, regulations, and departmental policies, procedures and methods.

Has access to and control of confidential records subject to non-disclosure or limited disclosure pursuant to law, regulation, or policy.

Has frequent contact and collaboration with employees, departments, boards and committees, State and Federal agencies, outside organizations, vendors, contractors, and the general public.

Errors in judgment and administration decisions may adversely impact operations, cause confusion or delay, cause an adverse impact on public opinion, cause legal or financial repercussions, lower standards of service to residents, or cause personal injury, injury to colleagues, or danger to public health and safety or personal injury to self or others.

**Essential Functions:**

(The essential functions or duties listed below are intended only as illustration of the various types of work that may be performed and are representative of those that must be met by an employee to successfully perform the essential functions of the job. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.)

**General Administration:**

Plans, organizes and administers the development and oversight of comprehensive recreation and cultural service programs including: arts, cultural activities, aquatics, day camps, after school programs, fitness and athletics, lifelong learning and community events that promote community involvement and enhance the quality of life.

Oversees the operation of two large group school age childcare programs licensed by the Massachusetts Department of Early Education and Care (EEC). Ensures compliance with all regulations and standards that support high quality out of school time programs that strengthen families and help children grow physically, emotionally, socially, and educationally.

Directs “best in class” administrative and operational functions that demonstrate excellence in budgeting and fiscal management, program and project planning, capital projects, marketing and civic engagement.

Ensures parks and open spaces serve as hubs for community building; that spaces are inviting, affordable, designed, and programmed in a way that reflects the demographics, interests and needs of the community.

Responsible for physical assets, revenues, and services of all programs, events, and facilities.

Directs and leads by developing policies and establishing priorities, evaluating programs, procedures, and systems to ensure efficient and effective department operations. Establishes and administers strategic plans, goals and capital improvement plan.

Oversees, coordinates and manages City recreational areas including City park scheduling and use requests; including emergency and non-emergency calls before, during and after hours for parks, programs and events.

Maintains written records; cares for equipment, supplies and facilities; administers safety programs; keeps accurate inventory and procures replacements or schedules repairs of property; evaluates present and future equipment, supplies and facility’s needs.

Attends City Council meetings and makes necessary presentations.

Schedules Recreation Commission meetings, prepares agenda, and ensures compliance of Open Meeting Law.

**Finances:**

Oversees a large network of facilities, open spaces, and innovative opportunities to meet the needs of constituents consistent with best practices, environmental stewardship, and an unwavering commitment to the City.

Researches funding for, sustains, and manages, capital projects that create a sense of place and enhance the

aesthetics of the community through public art or streetscape design and works collaboratively with all departments to accomplish City-wide vision, mission and goals.

Develops strategic and long-range planning for the department and capital project management to include park and facility development.

Researches public or private grant opportunities, writes, and administers applicable park and recreation grants and other fundraising activities for program advancement.

Prepares, administers, and directs the department's annual operating budget, and monitors expenses and revenue.

Monitors revenue and expenditure records and ensuring cost-effective operations within assigned budget.

Ensures compliance and accountability with Federal, State and local regulations, policies and procedures.

Evaluates existing facilities, identifying strengths and deficiencies, and develops capital plan to design or improve new facilities to accomplish goals and objectives.

Assists in the development and updating of the Parks, Recreation and Open Space Plans.

Coordinates contractual arrangements with vendors and suppliers; determines and orders all supplies necessary to operate activities or facilities; is responsible for and directs financial management including budget preparation, operating, revolving, capital and gift fund budgets and expenditures, accounting records and transactions, budget control, and the purchase, inventory and reporting of equipment and supplies; oversees fee collections and deposits; prepares Annual Report, prepares and submits weekly payrolls(s) and bills for payment.

Reviews and approves scholarship applications; discuss accommodations for special needs programming and facility.

**Staff Development:**

Oversees and manages multiple seasonal, temporary and year-round staff. Approve the hiring of all department staff including interviewing, training, hiring paperwork as well as confidential materials and background checks, creating staff schedules, and supervision of all employees. Works with employees to enhance professional goals; implements corrective measures and termination procedures as needed. Provides guidance and oversight to ensure full compliance with regulations, standards and other guidelines related to department.

Builds and maintains a comprehensive team: implements employee development and training programs that foster teambuilding and collaboration, inspires new generations of employees who are community focused.

Manages workflow and prioritization of projects. Measures performance of the department and related staff.

Maintains confidentiality with sensitive personnel, volunteer, and program participant matters in adherence with Massachusetts General Laws, Massachusetts Department of Early Education and Care (EEC), Board of Health Regulations, Family Educational Rights and Privacy Act (FERPA), etc.

**Risk Management:**

Oversees department risk management; promotes and maintains safety rules, regulations and procedures; ensures that employees are trained in safety procedures, monitors compliance with safety and legal requirements and researches current literature on municipal recreation safety.

Designs playground equipment, oversees safety, certification and maintenance of existing equipment to limit liability potential and provide a high level of public safety. Monitors and reports vandalism, maintenance concerns and hazards in recreational facilities. Maintains security at recreation sites and events; develops and enforces regulations to minimize injury and prevent damage to facilities and to maximize participant enjoyment and safety.

Identifies and reports vandalism and safety and health hazards.

**Public Relations:**

Develops and implements marketing plans for promotional materials and other forms of outreach; explores partnerships and sponsorships.

Directs the resolution of inquiries, complaints, problems or emergencies affecting the availability or quality of services. Responds promptly to sensitive and complex inquiries, issues, or complaints.

Actively develops partnerships with park neighborhoods, volunteer groups, non-profit agencies, local businesses, and Greenfield Public Schools.

Promotes programs and events throughout the community by making public speaking presentations, developing marketing materials, and providing information for news media releases.

Provides staff support to Boards and Commissions, City Council Committees, citizen advisory groups and other committees as needed.

Develops and maintains strong partnerships with public and private sector. Acts as a liaison with the community, City boards, and other groups or organizations.

**Parks and Facility Oversight:**

Directs the management and maintenance of the Green River Swimming & Recreation Area and all City parks, playgrounds, and other open space facilities.

Ensures safety, cleanliness, and accessibility: maintaining and adapting public facilities to meet the needs of the City. Provides maintenance and improvements to parks and facilities.

Plans, organizes and inspects parks and playgrounds for maintenance and improvement needs.

Supervises the installation, maintenance and repair of parks and playground structures and facilities.

Holds oneself responsible for the life and safety of patrons at the community pool facility, concessions area and general use of the parks.

**Minimum Qualifications:**

**Education and Experience:** (Acceptable equivalency: Any combination of education and experience that provides the required knowledge and skills that enables performance of all aspects of the position is qualifying.)

Bachelor's Degree from an accredited college or university in Parks and Recreation Administration or Management or comparable field. Minimum (5) years of supervisory responsibility in the administration of public recreational programs. Comprehensive knowledge of all phases of community recreational events, programs, and thorough knowledge of principals and practice of public administration. At least 5-7 years of progressively responsible experience in parks and recreation administration; with at least 3 years in a managerial capacity; or an equivalent combination of education and experience; Master's degree preferred; or any combination of education and experience that enable performance of all aspects of the position.

An interest in parks and recreation coupled with considerable management experience, exceptional communication skills, a demonstrated commitment to equity and the aptitude and judgement to work in a complex work environment with various stakeholders.

**Knowledge, Ability and Skill:**

Knowledge of the professional principles, objectives, methods and procedures of public recreation services and its administration including aquatics; ability to develop and implement recreation programs suitable to the needs of the community. Knowledge of municipal budgeting, finance and marketing.

Ability to relate to residents of all ages on a variety of issues pertaining to social and recreation needs of the community. Ability to supervise and evaluate staff, volunteers, and activities; ability to effectively delegate tasks efficiently; ability to develop and execute recreation programs.

Ability to develop and maintain effective relationships with City officials, community organizations and the general public. Ability to plan, manage others, analyze data, carry out projects, consult and offer advice, and facilitate groups, meet pre-set deadlines; use effective written and oral communication skills and ability to communicate clearly and concisely. Must perform all aspects of job responsibilities with honesty and integrity.

Ability to utilize various computer programs to produce graphics for marketing materials, statistical reports, written documents and Internet communication; knowledge of standard program evaluation.

Extensive knowledge of parks and recreation and human services program delivery, including trends and innovative developments in the field of recreation administration. Ability to be an effective public speaker by making compelling presentations, to think conceptually and draw conclusions. Attend and participate in professional trainings and group meetings.

Efficiency with computer applications including, but not limited to, RecTrac, Word, Excel, Publishing software, and Google Suite; Ability to utilize various computer programs to produce graphics for marketing materials, statistical reports, written documents and Internet communication.

Commitment to listening, creating spaces for diverse perspectives and the pursuit of inclusivity.

Experience with conflict resolution and personnel management.

Excel in service delivery: emphasize the importance of customer orientation. Establish a high standard of professionalism with staff to provide a welcoming atmosphere and attention to each community member's needs.

Strong and developing knowledge of construction, logistics, and regulations of park facilities.

Willingness and ability to work long hours when necessary, both indoors and outdoors, and to effectively respond to emergency situations.

Works with citizens, Council members, public and private partners, neighborhoods, schools and legislators to address needs, concerns, resolve issues and engage interests in provision of parks, recreation and cultural services.

**Physical Requirements:**

Varying physical effort required under typical office conditions include regular sitting, talking, walking and mental concentration for extended periods; intermittent moderate effort required for tasks such as moving files, sports equipment or other Recreation Department materials up to fifty (50) pounds. Position requires the ability to operate a keyboard and view computer screens and the ability to adjust focus; hearing/speaking ability requirements include telephone duties and the ability to interact with others.

May require participation in outdoor activities, subject to inclement weather and extremes in temperature, high noise levels during activities or other events, and attendance at evening or weekend outings or events, requiring moving, climbing, carrying, bending, kneeling, crawling, reaching, pushing or pulling.

Must have the use of sensory skills in order to effectively communicate and interact with others through the use of the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls; and to work safely without presenting a direct threat to self or others.

**Special Requirements:** Possess a valid Massachusetts Driver's License; Must have an acceptable driving record and be insurable under city's policy. Position requires a criminal records (CORI), SORI, DCF, and Fingerprint checks; ability to work flexible schedule for night, weekend or holiday events as scheduled; CPR and First Aid Certificates required. Certified Park and Recreation Executive (CPRE), Certified Parks and Recreation Professional Certification (CPRP), and Certified Playground Safety Inspector (CPSI) highly desirable but not required.

*(This job description does not constitute an employment agreement between the employer and employee. It is used as a guide for personnel actions and is subject to change by the employer as the needs of the employer and requirements of the job change.)*

**Approved:**

EXECUTED 03/09/2020 AND ON FILE IN THE HR DEPARTMENT

\_\_\_\_\_  
Human Resources Director

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Date

Revision History: 8/96, 3/03, 9/06; 7/08, 1/2020

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Mayor

[ 'S' Unit Review: \_\_\_\_\_ ]