

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

Work Phone: 266-6517

2. Class Title (i.e. payroll title):

Parks Community Services Manager

3. Working Title (if any):

N/A

4. Name & Class of First-Line Supervisor:

Charlie Romines Asst. Parks Superintendent

Work Phone:

5. Department, Division & Section:

Parks

6. Work Address:

201 MLK Blvd. Room Madison, WI 53703

7. Hours/Week: 38.75

Start time: End time:

8. Date of hire in this position:

9. From approximately what date has employee performed the work currently assigned:

10. Position Summary:

This is responsible managerial, professional, and administrative work in directing and coordinating parks community service programs and services. This role incorporates oversight of ~~Olbrich Botanical Gardens~~, the Warner Park Community Recreation Center, Goodman Pool and public beach aquatics services, volunteer programs, community-wide special event planning and programming, park facilities reservation services, Park Ranger program, dog park management and programming, and boat launch programs, and State Street/Capitol Concourse events. Work involves considerable discretion and judgment in the development and implementation of assigned program and services. Under the general direction of the Assistant Parks Superintendent, the employee plays a key role in the overall management of the Parks Division.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

45% A. Community Engagement, Relations and Parks Brand Management

1. Represent the Madison Parks and/or City interests with the community, Neighborhood Associations, Madison Metropolitan School District, park use special interest groups and/or other governmental entities as appropriate. Negotiate and ~~provide for pertinent~~ routine contractual agreements and their implementation.

2. Represent Madison Parks before the WPCRC Advisory Board Parks Commission, Downtown Coordinating Committee, Street Use Team, Dog Park Advisory Group or other related Commissions / Committees, as necessary and / or assigned
3. ~~Oversee the~~ In coordination with the Parks Public Information Officer promote the Madison Parks Brand by the recommending and developing effective marketing and promotion of Parks Events, programs and services using social media, electronic methods, surveys, printed materials, and newsletters, etc.
4. ~~Oversee the development and dissemination of all Parks public information. This includes Madison Parks branding and promotional materials such as: Madison Parks Magazine, Community and Employee Newsletters, brochures, pamphlets and direct mail pieces relative to the Parks operations and services.~~
5. Oversee the development and implementation of all outreach programs and services, including Adopt a Park, Adopt a Ice Rink, People for Parks, Marguerite Pohle Gardens, Parks Volunteer Recruitment, coordination and Volunteer Recognition Event.
6. Oversee the policy and procedure development of all outreach programs and services including: Adopt-A-Park scheduling/coordination, park reservations and special interest groups.
7. Develop and implement community consensus building strategies in order to maximize service delivery and customer service.
8. Resolve and/or respond to related inquiries/complaints from individuals and groups relative to Parks policies and procedures.

35% B. Program and Special Event Management, Development and Implementation

1. Facilitate and oversee the planning and coordination for large community-wide events located on parkland, including: Ride the Drive, Kids Garage Sale, Rubber Ducky River Race, Rhythm & Booms, July 4th activities, ethnic festivals, fundraisers, and Madison Park sponsored events. Etc .
2. Manage and represent the Madison Parks relationship and combined effort with the Madison Police Department. Community / Neighborhood / Facility / Park Policing, Parks Watch Program, and Madison Parks Rangers.
3. Oversee and advise major user groups, including community service organizations, special interest groups, Madison Metro School District, etc. in the development and implementation of their plans for events within the Parks system
4. Oversee the development and implementation of related programming and administration, facility rental operation, scheduling, and evaluation of Breese Stevens Stadium, Warner Park Baseball Stadium (Mallard's Duck Pond), Gates of Heaven, winter concession operations, boat storage and launch services, and dog parks.
5. Oversee the Parks' customer's needs and satisfaction index through survey development, data collection, data analysis and interpretation, evaluate strategies used.
6. ~~Develop~~ Evaluate and make recommendations and implement adopted long range plans for fee assessments, programs, services and community support of the Parks Division, including evaluation for existing services.
7. Oversee the facility rental, programming and fee assessment and collection of all athletic fields, facilities, shelters and pavilions.
8. Establish program and service goals and objectives, within policy parameters. Establish and/or modify program operating procedures and standards, as appropriate.
9. Oversee the division coordination, planning and the process of the NRPA accreditation and / or NRPA Gold Medal designation application.
10. Perform all related administrative activities to include the development and administration of program budgets. Conduct and report related statistical and qualitative assessments.

20% C. Administrative, Financial, and Personnel Management for Parks Community Services

1. Provide high level expertise and direction as a key member of the Parks Management Team. Participate in and/or lead special and ongoing projects and program activities as directed by the Assistant Parks Superintendent. Take the lead on related community service issues and provide direction necessary.
2. Direct and manage the staff, programs, and services of the Community Services Section, incorporating responsibility for the development and implementation of diverse community service programs. Direct the hiring and development of staff both directly and through subordinate supervisors.

3. Oversee through general managerial responsibility for Community and Recreation Services, Madison Parks Ranger Program, Olbrich Botanical Gardens, WPCRC, Goodman Pool and beach operations.
4. Prepare, recommend and implement responsive capital and operating budgets.
5. Oversee the billing and collection of all recreational, athletic and Parks event-related services provided.
6. Oversee the development and implementation of related programming and administration, facility rental operation, scheduling, and evaluation.
7. Perform related work as assigned.

12. Primary knowledge, skills and abilities required:

Thorough knowledge of the theories, principles, and practices relating to administration and physical and programmatic operation of diverse community recreation programs. Thorough knowledge of the related principles and practices of business/public administration and management (e.g., customer service, lease negotiation, risk management, fiscal planning and control). Working knowledge of computer operations, data management, rectrac / scheduling and registration software . Working knowledge of effective public relations and community involvement techniques. Working knowledge of the full range of supervisory principles and practices, labor relations and personnel management. Working knowledge of budgeting and program administration principles and practices. Ability to plan, direct and coordinate the work of subordinate staff. Ability to hire, train, supervise, evaluate and discipline employees. Ability to provide leadership in the development and implementation of parks planning efforts incorporating appropriate citizen and public policy boards' and commissions' involvement. Ability to maintain effective working relationships with co-workers, subordinates, other City employees, and the public. Ability to represent the agency or work unit to the public and before administrative review boards. Ability to communicate effectively, both orally and in writing, and to make presentations to groups. Ability to develop and justify budgetary requests and control budget expenditures. Ability to maintain adequate attendance.

13. Special tools and equipment required:
N/A.

14. Required licenses and/or registration:
Valid Operator's License. ~~Dane County Residency.~~

15. Physical requirements:

Employees in this position are expected to physically access parks and park facilities. Otherwise work is performed in an office environment using standard office equipment such as a computer, telephone, copier, and fax machine. Employees will be expected to attend meetings during the evening or on weekends. Employees will be required to attend special event functions outside of normal work hours.

16. Supervision received (level and type):

General – Parks Superintendent

17. Leadership Responsibilities:

- This position:
- is responsible for supervisory activities (Supervisory Analysis Form attached).
 - has no leadership responsibility.
 - provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.
- I have been provided with this description of my assignment by my supervisor.
- Other comments (see attached).

EMPLOYEE

DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
- I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
- Other comments (see attached).

SUPERVISOR

DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.