

PARKS COMMUNITY SERVICES MANAGER

CLASS DESCRIPTION

General Responsibilities:

This is responsible managerial, professional, and administrative work in directing and coordinating parks community service programs and services. This role incorporates oversight of the Warner Park Community Recreation Center (WPCRC), 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. This position is also responsible for developing and maintaining strategic partnerships with local groups to support Parks programs, projects, and initiatives. 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.

Examples of Duties and Responsibilities:

Direct the staff, programs, and services of the Community Services Section, incorporating overall responsibility for the strategic planning, development, implementation, and improvement of diverse community service programs.

Direct the hiring, training, scheduling, development, and evaluation of staff both directly and through lower level supervisors. Recommend hiring needs relative to both permanent and hourly staff. Plan, prioritize, and assign duties and review work in progress. Supervise and monitor the daily and long-term activities/responsibilities of staff. Receive and respond to grievances as required. Conduct investigations regarding workplace concerns.

Participate in the development of the Parks Capital Budget, Capital Improvement Program, and lead the development of the Section Operating Budget and the pursuit of grants and other funding opportunities. Participate in the development of the Capital Improvement Budget and development and management of a 10-year capital improvement plan. Manage operating budget within authorized level.

Establish program and service goals and objectives, within policy parameters. Establish and/or modify program operating procedures and standards, as appropriate.

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 routine contractual agreements and their implementation.

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.

Oversee through general managerial responsibility for the Community and Recreation Services, the Madison Parks Ranger Program, WPCRC, Goodman Pool and beach operations.

Prepare, recommend and implement responsive capital and operating budgets.

Develop and implement community consensus building strategies in order to maximize service delivery and customer service.

Oversee the division coordination, planning and the process of the [National Recreation and Park Association \(NRPA\)](#) accreditation and/or NRPA Gold Medal designation application.

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.

Oversee the development and implementation of related programming and administration, facility rental operation, scheduling, and evaluation of WPCRC, Breese Stevens Stadium, Warner Park Baseball Stadium (Mallard's Dock Pond), Gates of Heaven, winter concession operations, boat storage and launch services, dog parks, Goodman Pool and beach operations.

Represent Madison Parks before the WPCRC Advisory Board, Parks Commission, Street Use Team, Dog Park Advisory Group or other related Commissions/Committees, as necessary and/or assigned.

Oversee the development and implementation of all outreach programs and services, including Adopt a Park, Adopt a Ice Rink, [Parks Alive](#), People for Parks, Marguerite Pohle Gardens, Parks Volunteer Recruitment, coordination and Volunteer Recognition Event.

Oversee the policy and procedure development of all outreach programs and services including: Adopt-A-Park scheduling/coordination, park reservations and special interest groups.

In conjunction with the Park Public Information Officer promote the Madison Parks Brand, by recommending and developing effective marketing and promotion of Parks events, programs and services via surveys, electronic methods, social media, print materials and newsletters.

Oversee the facility rental, programming and fee assessment and collection of all athletic fields, facilities, shelters and pavilions.

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.

Resolve and/or respond to related inquiries/complaints from individuals and groups relative to Parks policies and procedures.

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.

Oversee the billing and collection of all recreational, athletic and Parks event-related services provided.

Facilitate and oversee the planning and coordination for large community-wide events located on parkland, including: Ride the Drive, Kids Garage Sale, [Parks Alive](#), Rubber Ducky River Race, Rhythm & Booms, July 4th activities, ethnic festivals, fundraisers, and Madison Park sponsored events, etc .

Oversee the Parks' customer's needs and satisfaction index through survey development, data collection, data analysis and interpretation, evaluate strategies used.

Perform all related administrative activities to include the development and administration of program budgets. Conduct and report related statistical and qualitative assessments.

Perform related work as assigned.

QUALIFICATIONS

Knowledge, Skills and Abilities:

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). [Thorough knowledge of City processes and procedures related to project approval and contract awarding and administration.](#) [Thorough](#) knowledge of computer operations, data management, retrack/scheduling and registration software. [Thorough](#) 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 [lower level](#) 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 [resident](#) and public policy boards' and commissions' involvement. Ability to maintain effective working relationships with co-workers, [direct reports](#), 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.

Training and Experience:

Generally, positions in this classification will require:

[Four](#) years of directly related professional experience in the comprehensive planning, management, and administration of community recreational/athletic programs and staff. Such experience would normally be gained after graduation from a college or university with a

degree in business administration, public administration, parks and recreation management or a related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

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 may be expected to attend meetings during the evening or on weekends.

Department/Division	Comp. Group	Range
Public Works/Parks	18	14

Approved: _____ Date
Erin Hillson
Human Resources Director