

Director of Parks, Recreation and Tourism

FLSA Status: *Exempt*

General Definition of Work

Performs difficult professional work developing, planning, organizing, implementing and managing all tourism **and** recreation programs for the County, assessing and planning for future needs, directing financial operations of the departments, developing and monitoring department budgets, preparing and maintaining records, preparing reports, and related work as apparent or assigned. Work is performed under the general direction of the Assistant County Administrator. Departmental supervision is exercised over all personnel within the departments.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Essential Functions

Develops, plans, organizes, implements and manages recreation **and** tourism programs for the County.

Directs financial operations of the departments including the development and monitoring of the budget and monitoring of expenditures.

Recruits and selects departmental personnel; evaluates performance of personnel; coaches, counsels, and disciplines personnel; recommends transfers, promotions, suspensions, demotions and terminations; develops staff schedules; assigns, directs and inspects the work of department personnel.

Ensures positive citizen and visitor experience through excellent customer service standards.

Maintains visibility and public image of the departments as a community resource to the community and partnering organizations.

Cooperates with other departments and agencies as necessary.

Oversees athletic leagues and use of parks and recreational facilities.

Conducts and/or oversees the inspection of playground equipment.

Helps develop and works with the County's tourism related businesses.

Plans, directs and evaluates tourism and recreation projects.

Creates and tracks marketing programs for County and region.

Represents the departments as needed; attends local, regional and state meetings and conferences; partners and cooperates with regional and state tourism groups.

Oversees tourism, visitor center, recreation and Crooked Creek operations, staff, and maintenance of grounds; performs associated administrative duties including ensuring adequate money and inventory is available.

Develops the vision, mission, and purpose with goals and objectives for the departments.

Directs public relations to enhance and promote interest in the County's outdoor recreation, history, crafts, heritage, park facility, events and programs; works with regional and state media outlets.

Tracks tourism related economic indicators.

Helps plan local, community and regional special events.

Receives and responds to inquiries and complaints within policy guidelines.

Prepares reports and makes presentations as needed.

Performs professional and administrative work in planning, evaluating and directing all tourism and parks and recreation improvement projects.

Serves as liaison for the Carroll County Parks and Recreation Commission.

Markets Tourism/Recreation program activities using various media outlets, including Facebook, Twitter, print, television and radio.

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Knowledge, Skills and Abilities

Thorough knowledge of the objectives and principles of public recreation; thorough knowledge of methods, approaches and procedures involved in tourism promotion; thorough knowledge of the activities which make up a community recreation program; thorough knowledge of advertising and marketing techniques, thorough knowledge of the facilities and equipment needed in a broad recreation program and of the proper arrangement of recreation areas; ability to develop and administer a recreation program suited to the needs of the community; ability to plan, organize, coordinate and direct the activities of personnel involved in a well rounded tourism and recreation program; ability to establish and maintain effective working relationships with elected officials, associates, program participants, public safety agency representatives, school administrators, other departments, supervision and the general public; ability to communicate ideas clearly and effectively orally and in writing.

Education and Experience

Bachelor's degree with coursework in leisure services, recreation, sports management, public administration, or related field and considerable experience of an increasingly responsible nature in recreation and tourism management including considerable supervisory experience, or equivalent combination of education and experience.

Physical Requirements

This work requires the occasional exertion of up to 25 pounds of force; work frequently sitting and speaking or hearing and occasionally requires standing, walking, using hands to finger, handle or feel, climbing or balancing, stooping, kneeling, crouching or crawling, reaching with hands and arms, tasting or smelling, pushing or pulling, lifting and repetitive motions; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, using of measuring devices, operating machines, operating motor vehicles or equipment and observing general surroundings and activities; work frequently requires exposure to outdoor weather conditions and occasionally requires working near moving mechanical parts, working in high, precarious places, exposure to fumes or airborne particles, exposure to toxic or caustic chemicals, exposure to bloodborne pathogens and may be required to wear specialized personal protective equipment and bodily fluids; work is generally in a moderately noisy location (e.g. business office, light traffic).

Special Requirements

Possession of first aid and CPR certifications.
Valid driver's license in the Commonwealth of Virginia.

Last Revised: 02/01/2012