

**RECREATION, ARTS, AND EVENTS TOURISM BUSINESS DEVELOPMENT MANAGER**

Salary Range: 3 (Management Salary Schedule)

**DEFINITION**

Under administrative direction from the Director of Recreation, Arts, and Event Tourism manages, directs, plans, oversees, implements, and coordinates departmental business development programs and activities; assists with overseeing facility and field rentals; coordinates City of Rocklin co-sponsored events with community groups and organizations; performs related duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

This is a single-position management classification with overall responsibility for managing the business development programs and activities for the Recreation, Arts, and Events Tourism Department. The incumbent is expected to carry out the full realm of duties with or without direct supervision, utilizing initiative and independent judgment.

**SUPERVISION EXERCISED AND RECEIVED**

This position reports to the Director of Recreation, Arts, and Event Tourism and is responsible for providing direct and indirect supervision over professional, technical, and administrative personnel within the Department.

**EXAMPLES OF DUTIES, KNOWLEDGE, AND ABILITIES:**

Duties may include, but are not limited to the following:

- Manages, directs, plans, oversees, implements, and coordinates departmental business development programs and activities.
- Develops, implements, and monitors goals, objectives, policies, and priorities for designated program areas reflective of the community's needs and the City's and Department's overall goals, policies, and ordinances; ensures compliance with applicable governing rules, regulations, and guidelines.
- Develops marketing plans and carries out marketing activities, including advertising and promotional efforts; plans and analyzes related business and community needs and demographic data.
- Manages and analyzes venue rental activities; implements improvements and modifications; prepares various reports on operations and activities.
- Assists with the oversight of venue and field rentals.
- Uses a variety of media to promote departmental programs, events, and activities.
- Identifies and creates opportunities to initiate new connections, including developing sponsorships, partnerships, and new programs that will facilitate the achievement of strategic goals, and meet the evolving needs of the community.
- Establishes business partner relations with hotels, caterers, and other special event suppliers.

- Develops and manages business relationships with sponsors and vendors; initiates initial contract discussions.
- Manages corporate rentals; builds business relationships to enhance corporate facility rental activity.
- Supervises, trains, and evaluates professional and technical subordinates; provides technical advice and assistance to staff.
- Maintains public relations, makes public appearances, provides information, promotes, coordinates, and serves as a liaison for program activities with the media, schools, community organizations, local groups, government agencies, and arts and recreation organizations.
- Oversees, directs and reviews the work of contract consultants providing assistance to staff.
- Responds to difficult or sensitive complaints and requests for information from the public.
- Researches, compiles, and analyzes data for special projects and various reports; assists in the preparation of City Council agenda items including the preparing of material and data.
- Prepares a variety of correspondence and reports.

### **EMPLOYMENT STANDARDS**

#### **Knowledge of:**

- Administrative principles and methods, including goal setting, program and budget development, implementation and control, personnel management and supervision
- City organization and functions; laws, rules, codes, and regulations governing department activities
- Contemporary trends and practices of recreation, arts, and events tourism
- Operational characteristics, service and activities of recreational, cultural and community service programs
- Principles and practices of marketing, advertising, public relations, market research and analysis, printing and publishing.
- Basic principles and methods as it pertains to social media tools and internal and citizen-to-government communication.
- Principles and practices of recreation program business development and administration
- Practices of contract negotiation, preparation and administration
- Principles and practices of computer-based project management and project scheduling
- Recent developments, current literature and sources of information related to project management, recreational, arts, and event tourism programs
- English usage, spelling, grammar and punctuation
- Modern office practices and technology including personal computer hardware and software
- Safe work practices

#### **Ability to:**

- Plan, organize, assign, direct, review, and evaluate activities of the department
- Select, train, motivate, and evaluate staff

- Develop, implement, and interpret goals, objectives, policies, procedures, and work standards
- Analyze complex problems, evaluate alternatives, and make sound recommendations related to department activities
- Analyze department support needs and ensure prompt and efficient delivery of service, materials, and supplies
- Interpret, apply, and ensure project compliance with applicable federal, state, and local policies, procedures, laws, regulations, codes, and ordinances.
- Effectively manage the planning, development and operations of the City's recreation, arts, and event tourism programs.
- Develop plans, schedules, specifications, and cost estimates for assigned projects
- Negotiate and administer service contracts and prepare bid packages
- Use and apply principles and practices of budget preparation, financial principles, and administration
- Prepare clear, concise and accurate reports, correspondence, and other written materials including bids and financial information
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work
- Use computer technology and applications in the performance of daily activities
- Meet the physical requirements necessary to safely and effectively perform the assigned duties

**Minimum Qualifications:**

*Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to a bachelor's degree from an accredited college or university with major coursework in Public and/or Business Administration, Recreation Administration, Arts Management, or a related field

**AND**

Five (5) years of increasingly responsible local government experience including a minimum of three (3) years in an administrative or management position.

**GENERAL QUALIFICATIONS:**

**License Requirements:**

A valid California Class C driver license or higher is required at the time of appointment. Individuals who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

**Physical Requirements:**

The incumbent appointed to this class must be physically able to perform the duties of this position, including mobility to work in a standard office environment, use standard office equipment and attend off-site meetings; intermittently sit at a desk for long periods of time; walk, stand, bend, squat, twist and reach while performing office duties; lift light to moderate

weights; manual dexterity to use standard office equipment and supplies and operate a keyboard, manipulate single sheets of paper and large document holders (binders, manuals, etc.); vision to read handwritten and printed materials and a computer screen; hearing and speech to communicate in person and by telephone or radio.

**Working Conditions:**

The incumbent appointed to this class must be willing to work in the field, drive a vehicle be willing to work irregular hours including after-hours, holidays, and weekends; be subject to “on-call” status 24 hours a day, and be willing to work outdoors in all types of weather conditions.

**FLSA: EXEMPT**

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Not all duties are necessarily performed by each incumbent. Additionally, incumbents may be required to follow any other instructions and to perform any other related duties as may be required by their supervisor.