

RECREATION, ARTS, AND EVENT TOURISM BUSINESS PROGRAM MANAGER

Salary Range 12: Management Salary Schedule

DEFINITION

Under the direction of the Recreation, Arts, and Event Tourism Director, participates in the evaluation, development, management, supervision, and administration of the City's major art, recreation, and event tourism programs. This position serves as a member of the department's leadership team and is responsible for managing the performance, cost, scope, scheduling, quality, and appropriate business measurements for all department programs, events, and activities; assisting with the preparation of the department budget; ensuring programs, events, and activities are in compliance with City and legislative guidelines; participating in departmental policy development, administrative planning, and problem resolution; and performing related work as required.

DISTINGUISHING CHARACTERISTICS

This is a single-position management classification responsible for organizing all program activities in arts, recreation, and event tourism such as performing and visual arts, arts education, recreation classes and activities, special events, social services, and facility management. The incumbent is expected to carry out the full realm of duties with or without direct supervision, utilizing initiative and independent judgment. Duties are primarily project management oriented, but also involve administrative and/or supervisory work, and require considerable knowledge of departmental and project operating policies and procedures. The incumbent interfaces with a variety of City officials, public/private agencies, vendors, outside consultants and others, assisting the City by proposing developing, coordinating, and implementing programs, events, and activities for the department.

SUPERVISION RECEIVED AND EXERCISED

The incumbent reports to the Director of Recreation, Arts, and Event Tourism and exercises direct supervision over assigned professional, technical and administrative personnel.

EXAMPLES OF DUTIES, KNOWLEDGE, AND ABILITIES

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

- Develops implements, manages, and coordinates classes, services, exhibit installations, performances, special events, public art programs, sports and recreation programs, facility operation and maintenance, and other projects as assigned.
- Works with the community to identify desired classes, programs, and services; monitors and evaluates the effectiveness of programs and makes recommendations regarding improved services and/or new programs.
- Assists in the development and implementation of goals, objectives, policies, and priorities for the Recreation, Arts, and Event Tourism Department.
- Prepares and administers program budgets and makes recommendations on budgeting needs as they relate to personnel, equipment and materials; monitors, supervises, and coordinates the collection and accounting of all program monies including program user fees in a manner consistent with applicable policies and procedures.
- Supervises, trains, and evaluates professional and technical subordinates; provides technical advice and assistance to staff; selects and oversees the work of contractors.
- Manages a variety of programs, events, and activities; prepares a variety of reports, manuals, procedures, and publications; conducts policy and legislative analysis.

- Prepares and presents staff reports and presentations at various City Council, commission/board, and other governmental meetings; drafts City Council documents; serves on various committees and task forces; makes presentations within areas of expertise; prepares comprehensive technical and statistical reports; maintains a variety of records and technical data.
- 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.
- Works with community organizers to plan and deliver new arts and recreation programs; provides information for press releases; collaborates in the production of educational and promotional materials, catalogs, brochures, or programs; makes presentations to local groups and agencies to gather support and encourage community participation in the arts and/or recreation.
- Implements project deliverables, emphasizing quality, productivity, and consistency; negotiates effectively with team members to define team goals, work content, and schedules; establishes and maintains clear communication on project status, change, progress, and results with the project team, department management, and others; coordinates programming, design, review, and implementation activities with affected City departments and outside agencies.
- Researches and analyzes pending legislation and identify impact to department programs and activities.
- Researches grant opportunities, prepares grant proposals; monitors and administers grants.
- Analyzes new and complex project-related problems and effects innovative solutions; evaluates, enhances, and improves existing procedures and processes, as appropriate.
- Identifies, eliminates, and/or minimizes solution, project, and business risk; confers with team members to articulate, compare, and implement solutions and alternative approaches based upon project management principles; performs activities to enhance customer satisfaction and financial baseline of the project; exercises accountability for project results as committed; interfaces directly with the management staff of client departments.
- Develops marketing plans and oversees division/department marketing activities, including advertising and promotional efforts; plans and analyzes marketing related to community needs and demographic data.
- Manages and analyzes recreation, arts, and event tourism business operations, programs, and activities; implements improvements and modifications; prepares various reports on operations and activities.
- Oversees the management and maintenance, and coordinates the use of assigned facilities and equipment; supervises the maintenance of and accounting for City equipment and materials; inspects program facilities, schedules repairs, and recommends improvements when needed; provides recommendations concerning construction plans for facilities.
- Responds to inquiries and provides information to the public; investigates complaints and recommends corrective action as necessary to resolve complaints.
- Builds and maintains positive working relationships with co-workers, other City employees, and the public using principles of good customer service.

EMPLOYMENT STANDARDS

Knowledge of:

- Administrative principles and methods, including goal setting, program and budget development, implementation and control, personnel management and supervision
- Contemporary trends and practices of recreation, arts, and events tourism
- Operational characteristics, services and activities of recreational, cultural and community service programs

- Practices of contract negotiation, preparation, and administration
- Principles and practices of computer-based project management and project scheduling
- Principles and practices of facility maintenance
- Recent developments, current literature and sources of information related to recreational, arts, and event tourism programs, events, and activities
- Principles and practices of public sector finance, budgeting, and accounting
- Pertinent local, State, federal rules, regulations and laws related to areas of assignment
- Principles of project performance measurement, analysis, and statistical measurement
- Advanced principles of project management, including development objectives, budgetary methods and procedures, project assessment, and evaluation methods
- Methods and techniques of public, community and business marketing relation and outreach
- Sound principles and practices of public administration, governmental budgeting, personnel administration and supervision, analytical methods and procedures, and current office management principles and practices.
- Principles and practices of supervision, training and performance evaluation
- Technical report writing procedures and grant proposal development
- Principles and practices of work safety
- Techniques for providing a high level of customer service

Ability to:

- Plan, organize, supervise, review, and evaluate the activities of assigned personnel
- Manage recreation, arts, and event tourism programs, events, and activities
- 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
- Analyze financial data; prepare and present reports, requests for proposal, contracts, and agreements
- Communicate clearly and concisely, both orally and in writing with City personnel, other agencies, and the public
- Use tact, initiative, prudence, and independent judgment within general policy, procedural and legal guidelines
- Use English effectively to communicate in person, over the telephone, and in writing
- Use computer technology and applications in the performance of daily activities
- Establish, maintain, and foster effective working relationships with those contacted in the course of work
- 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, fine arts, theater, recreation administration, arts management, social services, or a related field

AND

Five (5) years of increasingly responsible local government experience including a minimum of three (3) years in a supervisory and/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:

Must possess mobility to work in a standard office and/or recreational facility setting and use standard office and/or recreation equipment, including a computer; ability to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone; finger dexterity for simple grasping, fine manipulation and the ability to access, enter and retrieve data using a computer keyboard or calculator and to operate standard office equipment; simple grasping and fine manipulation; frequently bend, stoop, kneel, reach, climb, and walk on uneven surfaces to participate in recreational activities; push and pull drawers open and closed to retrieve and file information; occasionally lift, move, and carry objects that typically weigh up to 40 pounds.

Working Conditions:

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

FLSA: E

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.