



JOB DESCRIPTION

Title: **PARK CENTER DIRECTOR**
Department: Parks and Recreation
Class Code: 5055
FLSA Status: Exempt
Effective Date: July 1, 2002 (Rev. 04/2023)

GENERAL PURPOSE

Under the general supervision of Recreation Director performs professional duties in managing, supervising, marketing, staffing, conducting membership sales, and scheduling the Park Center and Murray Aquatic Center.

ESSENTIAL DUTIES

- **Daily Operations of Facility:** Oversees daily operations of the facility including building maintenance and customer service. Assists with the operations of the front counter to ensure maximum customer service results. Resolves concerns and/or inquiries from patrons regarding the operations of the facility; deals appropriately with adverse situations. Provides administrative support by answering questions, maintaining correspondence with other divisions or agencies; leads and schedules tours; interfaces with community groups, and actively promotes the facility throughout the community.
- **Facility Budget:** Assists the Recreation Director with development and oversight of the facility budget, including tracking expenses and revenues generated by the facility and managing payroll.
- **Coordinate Events and Programs:** Coordinates special events, recreation programs, fitness programs, tournaments, and all events within the facility. May act as the Fitness Coordinator/Supervisor developing fitness programs, certifications, class schedules, and hiring instructors.
- **Social Media and Marketing:** Develops and implements marketing strategy for the facility which includes promotional events, marketing tools, advertisement of the facility, and public and media relations. Plans and implements programming and activities which will benefit and attract members. Performs all social media functions for the Park Center and as assigned with the Recreation Division.
- **Maintaining the Building:** Coordinates maintenance schedule with the Facilities Maintenance division. Reviews and inspects facility, programs and operations for safety hazards and other potential problems.
- **Membership, Daily Admission and Rentals:** Oversees all cash flow procedures including annual membership and group sales, rental of the facility, computer registration program, daily admissions, and develops pricing strategies for new programs.
- **Personnel Administration:** Responsible for the hiring, training, discipline, and evaluation of personnel. Addresses employee complaints and concerns and/or escalates as needed.

- **Customer Service:** Trains and monitors staff and volunteers to deliver a high level of customer service to members and center patrons.
- Performs related duties as required.

MINIMUM QUALIFICATIONS

Education and Experience

- Graduation from college with a bachelor's degree in recreation administration, physical education, social work, psychology or closely related field, and four (4) years management experience in public recreation, or any equivalent combination of education and experience.
- One to two years of experience working in a community recreation facility desired, but not required.

Special Requirements

- Must possess a valid Utah Driver License; must obtain first aid and CPR Certification within six (6) months of employment.
- Must be available for on-call status after hours.

Necessary Knowledge, Skills and Abilities

- Knowledge of word processing, desktop publishing, spread sheets, and other recreation related computer software.
- Extensive knowledge of operation procedures of recreational facilities or other comparable facilities.
- General knowledge and background of recreation/fitness programs.
- General knowledge of business, management, finance and accounting including budgeting activities.
- General knowledge and experience in planning, prioritizing, and organizing a complex workload.
- Excellent public relation skills and communication skills. Skill in utilizing social media.
- Ability to establish and maintain effective working relationships with co-workers, the public, news media and other departments and agencies; ability to follow written and oral instructions; ability to create effective working relationships with employees and the public.

TOOLS & EQUIPMENT USED

- Personal computer, including word processing software; calculator; copy and fax machine; phone; mobile or portable radio; automobile; various sports equipment used in recreation programs, fitness programs and swimming pools.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently required to walk, stand, sit, and talk or hear. The employee is occasionally required to use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl.

- The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, color vision, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee occasionally works near moving mechanical parts, and pool mechanical systems. The employee may be occasionally exposed to wet and dry conditions, fumes, toxic or caustic chemicals.
- The noise level in the work environment is usually quiet while in the office, or moderate to loud when in the facility.

DEPT/DIVISION APPROVED BY: _____ DATE: _____

EMPLOYEE'S SIGNATURE: _____ DATE: _____

H. R. DEPT. APPROVED BY: _____ DATE: _____