



JULY 2016
FLSA: EXEMPT

ASSISTANT COMMUNITY SERVICES DIRECTOR

DEFINITION

Under general direction, assists with development and implementation of the overall vision for the Community Services Division. Oversees and directs the delivery of community recreation, social services, and cultural and athletic programs, operation of community facilities for the City. Develops and implements plans to enhance community engagement including strategies for branding and communication. Serves as the acting Community Services Director in the Absence of the Director; and performs related duties as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Director of Community Services. Exercises general supervision over Recreation Supervisors and Coordinators.

CLASS CHARACTERISTICS

This is an Assistant Director classification in the Community Services Division. Responsibilities include planning, organizing, managing, marketing and delivering community-oriented programs. Performance of the work requires the use of considerable independence, initiative, and discretion within established guidelines. This class is distinguished from the Director of Community Services in that the Director has the ultimate authority to make decisions related to the direction and operation of the division while this position assists in the determination of the direction but is primarily responsible for its implementation.

EXAMPLES OF TYPICAL JOB FUNCTIONS (ILLUSTRATIVE ONLY)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Manages and participates in the development and implementation of goals, objectives, policies, and priorities for assigned functions and programs; recommends, within division policy, appropriate service and staffing levels; recommends and administers policies and procedures.
- Assists in managing and participates in the development and administration of the Community Services annual budget; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.
- Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors work load, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and reviews with the Director; directs the implementation of improvements.
- Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees on performance issues; responds to staff questions and concerns; makes discipline recommendations to the Director.
- Manages the assessment of the condition of facilities, ensures participant safety and manages requests and completion of maintenance work projects for City facilities; guides those who monitor and control supplies and equipment including the ordering of supplies and materials as necessary.

- Plans and implements fund-raising events and prepares grant applications and proposals for program /project funding.
- Supports marketing and branding effort for the Community Services Department and its programs and facilities.
- May act as a representative or delegate the responsibility to serve as delegate to educational institutions, government agencies, community groups, private businesses, and others regarding questions, problems, concerns, and activities in the provision of recreation program operations, activities, and services.
- Oversees the effectiveness of recreation, cultural and social services program operations, activities, facilities maintenance, and community events and recommends improvements or modifications.
- Oversees the development, monitoring, and tracking of sponsorships and partner opportunities; guides the development of sponsorship proposals; may maintain or delegate contact and negotiation with vendors.
- Oversees development of recreation and social services contract administration and use agreements.
- Evaluates community recreation needs and interests; directs the preparation of community surveys, analysis of resulting data and recommendation of new recreation and social services programs or improvements to meet community needs.
- Develops, maintains, and reviews staff, financial, and statistical reports related to grants, program participation and analysis, expenditures, and revenues.
- Receives and responds to or delegates the authority to respond to inquiries, concerns and complaints regarding department programs, activities and personnel.
- Ensures compliance with relevant health, safety, and licensing laws and guidelines; ensures maintenance and update of all records required by Federal, State, and local regulatory agencies.
- Oversees the preparation of and execution of program publicity brochures, press releases, flyers, and forms.
- Connects with community stakeholders to identify emerging and existing community needs. Respond to and/or resolve sensitive and/or complex questions or concerns.
- Coordinates and collaborates with other departments, agencies and organizations in program and event planning and implementation as appropriate.
- Represents the department at Commission, City Council and at community meetings, as required.
- Serves as primary liaison with the Parks and Recreation Commission.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff.
- Public agency budgetary, contract administration, administrative practices, and general principles of risk management related to the functions of the assigned area.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs; principles and practices of municipal government administration.
- Principles, practices, and methods used in parks and recreation administration including management of recreational programs and activities, and evaluation of recreational, cultural, athletic, child care, social and human service needs of all age groups.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, discipline, and the training of staff in work procedures.

- Concepts that invite and solicit citizen participation.
- Public media and public relations techniques, resources and methods including print, internet, cable and social networking.
- Methods for organizing community and neighborhood groups and maintaining constructive relationships with such groups and individuals.
- Principles and practices of community service program development and administration, including program implementation, review, and evaluation, budgeting, and purchasing.
- Principles, practices, and service delivery needs related to facility management and rentals, classes, and community events.
- Procedures for planning, implementing, and maintaining a variety of education, recreation and leisure activities and programs through community participation.
- Recreational, cultural, age-specific, and social needs of the community.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Principles and practices of contract administration and evaluation.
- Principles and procedures of record-keeping and report preparation.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively dealing with individuals of various ages, various socio-economic and ethnic groups, and effectively representing the City in contacts with the public.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Ability to

- Assist in developing and implementing goals, objectives, policies, procedures, work standards, and internal controls for the department and assigned program areas.
- Direct and supervise community service programs in a manner responsive to research conducted on the needs of the community.
- Develop motivate, manage and provide direction and guidance to department personnel while fostering and promoting a team oriented approach to department operations.
- Properly interpret situations and make practical decision based on experience and logic, in accordance with applicable laws, regulations and policies.
- Remain calm when talking with difficult citizens and deal with people from different cultures diplomatically and with appropriate sensitivity.
- Make accurate forecasts regarding customer participation and financial projections.
- Break down complex issues in a manner that is easy to communicate and understand.
- Supervise, train, plan, organize, schedule, assign, review, and evaluate the work of staff, contractors, and volunteers.
- Interpret, apply, explain, and ensure compliance with applicable Federal, State, and local policies, procedures, laws, and regulations.
- Develop, plan, coordinate, and implement a variety of recreational programs and facilities suited to the needs of the community.
- Prepare and monitor program budgets.
- Participate in negotiation and administration of contracts.
- Operate modern office equipment including computer equipment and specialized software applications programs.

- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy and legal guidelines in politically sensitive situations.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE

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 graduation from an accredited four-year college or university with major coursework in government, recreation administration, physical education, or related field and five (5) years of increasingly responsible administration and supervisory experience, in parks, recreation or social services preferably in a public agency.
- Additional qualifying experience can substitute on a year-for-year basis for up to two years of education.

LICENSES AND CERTIFICATIONS

- Possession of a valid California driver's license and a satisfactory driving record.
- CPR and First Aid/AED certification.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures. Incumbents partially work in the field and may occasionally be exposed to loud noise levels, cold and/or hot temperatures, vibration, chemicals, mechanical and/or electrical hazards. Employees may also work outside, in sunlight with exposure to heat. Employees interact with members of the public or with staff under emotionally stressful conditions while interpreting and enforcing departmental policies and procedures.