PARKS AND RECREATION DIRECTOR

General Statement of Duties

Performs managerial and administrative duties in planning, directing, and overseeing the City's parks and recreation programs, facilities, and services.

Distinguishing Features of the Class

An employee in this class is responsible for planning, organizing, directing, and evaluating recreational and athletic programs, community events, and parks for the City. The employee provides leadership in long- and short-range strategic planning for programs, parks, facilities management, and operations; and develops departmental goals, objectives, policies, and procedures. Work includes developing and managing operating and capital budgets. The employee organizes and manages activities through subordinate supervisors, including the selection, training, evaluation, and supervision of full-time, part-time, and seasonal employees. The position requires sound judgment, discretion, initiative, and strong interpersonal and communication skills. Work involves extensive public contact with other departments, community and civic organizations, schools, City officials, and the public. Work is performed under the general supervision of the City Manager and is reviewed through conferences, reports, and results achieved.

Duties and Responsibilities

Essential Duties and Tasks

- Plans, directs, supervises, and evaluates a comprehensive and flexible range of recreational, athletic, and cultural programs and activities for all ages, interests, and segments of the community, including senior citizens, youth, and adults, at indoor and outdoor facilities throughout the City and within established budget limitations.
- Maintains effective communication with the City Manager, City administration, and other City departments regarding departmental operations, programs, budget matters, and significant issues.
- Establishes departmental goals and objectives for programs, services, and activities.
- Coordinates and collaborates with department staff and other city departments/divisions to ensure parks, grounds, and facilities are properly maintained, safe, and ready for scheduled programs and events.
- Engages in long-range strategic planning and develops plans for parks, recreational facilities, and open space for public use.
- Reviews, plans, and oversees departmental programs and services.
- Develops and recommends plans for the acquisition, development, and maintenance of parks, playgrounds, structures, and facilities; and negotiates agreements and contracts with schools, public officials, contractors, and other parties as appropriate.
- Oversees the planning and coordination of programs, activities, events, classes, camps, clinics, and athletic programs. Works with staff to research, plan, and market offerings; engage instructors, employees, and volunteers; negotiate contract terms; secure materials and supplies; schedule facilities; submit budget recommendations; monitor and evaluate programs; and process payments.

- Serves as a liaison to citizen groups and receives input from community groups, the recreation advisory committee, and individuals regarding parks and recreation interests, needs, and concerns; uses this input in departmental planning and programming.
- Manages departmental personnel and supervises employees directly and through subordinate supervisors; ensures appropriate training and fair, consistent performance evaluations; coaches, counsels, and motivates employees; administers disciplinary action and recommends dismissal when appropriate; and ensures compliance with City policies and procedures.
- Develops, recommends, administers, and monitors the departmental operating and capital budgets; manages revenues and expenditures; approves purchases within delegated authority; and requests budget amendments as needed.
- Ensures the safe operation of parks, recreational facilities, programs, and activities and ensures compliance with applicable safety regulations and City policies.
- Oversees the promotion of departmental programs and events through public relations and publicity efforts; conducts facility tours; makes presentations to the public and civic groups; and participates in radio and television interviews regarding departmental events and programs.
- Coordinates with the Finance Director and City Manager to identify grant opportunities, prepare and submit grant applications, monitor grant-funded projects and budgets, and ensure compliance with grant requirements and reporting deadlines.
- Represents the City and department on councils, committees, the recreation advisory committee, and other business and community groups.
- Resolves public concerns and problem situations as needed.
- Ensures effective scheduling of public events, programs, activities, and facility rentals.
- Maintains a flexible work schedule, as the position may require evening meetings, weekend or holiday work, and frequent travel to departmental parks and facilities. Ensures appropriate departmental coverage and response procedures are in place for facility emergencies, including fire alarms.
- Ensures the implementation of applicable safety regulations and procedures.
- Performs related duties as required.

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

- Thorough knowledge of the principles and practices of municipal parks and recreation management and administration.
- Thorough knowledge of parks and recreation program development, facility management, and planning.
- Thorough knowledge of the principles and methods of parks and playground planning and development.
- Considerable knowledge of current literature, trends, and developments in public recreation.
- Considerable knowledge of municipal codes, ordinances, and applicable regulations related to departmental operations.
- General knowledge of accounting principles, budgeting methods, and financial management, including the ability to manage enterprise funds and departmental budgets.
- Considerable knowledge of effective leadership and supervisory principles and practices, including coaching, motivation, performance management, and communication.

- Demonstrated skill in leading and supervising full-time, part-time, and seasonal recreation staff as well as coaches and officials.
- Considerable knowledge of applicable OSHA safety requirements and other safety regulations associated with parks maintenance and recreational activities.
- Demonstrated skill in developing, implementing, and evaluating recreational programs and activities.
- Strong leadership, management, organizational, and supervisory skills.
- Ability to develop and maintain effective working relationships with employees, supervisors, City officials, community organizations, and the public, and to promote teamwork, high morale, and enthusiasm.
- Ability to manage programs and facilities efficiently and effectively, with attention to service quality and budget constraints.
- Ability to plan, organize, direct, and supervise multiple programs and activities concurrently.
- Ability to communicate clearly and effectively, both orally and in writing.

Physical Requirements

- Must be able to perform the basic physical activities of reaching, standing, walking, lifting, fingering, talking, hearing, and repetitive motions.
- Must be able to perform medium work, exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently and/or up to 10 pounds of force to move objects.
- Must possess visual acuity sufficient to prepare and analyze budgets and activity data, operate a computer, read extensively, and inspect the work of others.

Desirable Education and Experience

Graduation from an accredited college or university with a bachelor's degree in recreation management, exercise physiology, parks and recreation administration, or a related field, and considerable progressively responsible experience in parks and recreation management, including at least five years of supervisory experience in organized recreation programs or a related field; or an equivalent combination of education and experience.

Preferred: Certification as a Certified Park and Recreation Professional (CPRP) through the National Recreation and Park Association (NRPA).

Special Requirements

- Must possess a valid North Carolina driver's license.
- Must establish residency within the City of Lenoir within 12 months of the date of hire.

LENOIR 2026