

## **The Maryland-National Capital Park and Planning Commission**

TITLE: Recreation/Park Facility Manager IV                      GRADE: 32      DATE: 12/18/2023  
SERIES: Park and Recreation Mgmt Series      CODE: 1860      EEO: Professional      FLSA: Exempt

### Class Definition:

Under general direction, manages all operations of a revenue-generating, multi-functional metropolitan area-oriented complex having significant socio-economic and political impact on the local community, the Commission and the bi-county area. Manages and coordinates a wide variety of community/county programs, events and activities (e.g., cultural and recreational, entertainment, business). Plans and researches programs, defines goals and objectives, allocates staff and resources, oversees and manages staff and operations; responsible for maintaining facility infrastructure and surrounding grounds. Develops, plans and evaluates programs, conducts surveys; meets with community and business groups. Creates marketing strategies and meets with vendors; publicizes activities and events. Manages operating budget; negotiates contracts with individuals or groups; and ensures implementations of agreements with clients and promoters for innovative and revenue-generating activities and programs that draw local, regional and metropolitan audiences. Conducts ongoing research and evaluation of program activities, participant interests and needs, resource needs and utilization to ensure program objectives are met. Serves as individual contributor for special projects and a full supervisor over a unit of program staff including career and seasonal employees, volunteers and contractors with authority to effectively decide and recommend approval on personnel actions. Ensures staff are trained and certified to comply with Federal, State and County regulations. Plans major renovations and oversees work with architects, planners, designers, trades personnel and contractors for major maintenance and renovations to facility. Work consists of the full range of activities encountered in the arena/facility management field including those that are unusual or non-standard and involve different and unrelated processes; where information must be developed through specialized analysis of data and intangible aspects of a varied recreation and facility management program. Ensures adequacy, accuracy and effectiveness in assigned functions, administrative and maintenance operations, and specialized recreation, sports or cultural programs, activities and events; designs and develops business strategies and methodologies to achieve optimum facility operations. Applies wide knowledge of, and skill in, business administration, marketing and community relations techniques, recreation and leisure services, events and programs, safety and health regulations (e.g., food service), arena and facility management including rentals, events, facility maintenance, administration, budgeting principles, and procurement practices to develop and manage diverse sporting, recreational, cultural, and community activities, events and programs (e.g., equestrian, sports). Independently performs various types of research and analyses that include data, both operational and supervisory, to solve difficult, complex and challenging problems. Interacts with people inside and outside the organization, including the public, to exchange information, coordinate, instruct, guide, advise and obtain agreement, gain compliance, or achieve other desired actions. Meets the FLSA standard for exemption as a supervisor. Performs other duties, as assigned.

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Work is assigned in terms of functional responsibilities, goals, priorities or resources. Incumbent independently plans and manages all work within this framework of a multi-functional complex and is held accountable for provision of effective management products and services including soundness of management advice and achievement of goals. Incumbent is to keep the supervisor informed and to seek assistance as needed and for highly complex or very sensitive matters. Work is expected to be highly effective - incumbent is held responsible for results; work is evaluated in terms of achievements, teamwork, customer service and other factors such as skill and ingenuity in overcoming technical and non-technical problems including intra- and interdepartmental coordination challenges.

### Examples of Important Duties (Estimated Percentages):

#### 1. Management/Staff Supervision (±40%)

- Manages the daily operation of a large, revenue-generating multi-function arena or regional complex including responsible for facility operations and usage procedures to include business hours, security and safety practices, rental client guidelines, and patron experience. Reviews and revises procedures as necessary with facility management team; inspects property for safety, security, sanitation and cleanliness; investigates and reports on accidents, thefts and crimes. Provides first aid, contacts park police and ambulance as required; monitors facility utilities, building infrastructure and schedules repairs. Plans major renovations to keep facility competitive in the rental market; works with architects, planners, designers, and trades personnel for planning major maintenance and renovations to facility and grounds; and researches materials and equipment. Oversees work performed and ensures scheduling doesn't interfere with rental programs; provides proper staffing for crowd control and ensures safety standards for emergencies are met for egress, high risk activities, animal containment, and Americans with Disabilities Act (ADA) requirements. Creates parking procedures and alternative measures as necessary for traffic control; oversees facility vending operations, such as sale of feed and bedding materials, food service and ticketing services, and prepares for weather emergencies. Oversees work activities for a large staff in the areas of facility management, financial management, food services and facility maintenance. Maintains County, State, Federal compliance with regulations specific to assigned facility (e.g., food service, environmental, aquatics, sports governing bodies). Ensures staff are trained and certified. Implements various risk management regulations and compliance.
- Performs a full range of supervisory human resource (HR) management functions, unit-wide. Initiates or recommends official personnel actions such as recruitment, selection, and transfer; selects or helps select staff; trains and develops staff or ensures staff training and development are provided; mentors and coaches; counsels or disciplines; approves or disapproves leave; ensures adherence to equal employment opportunity (EEO) requirements and pertinent Commission policies and procedures; establishes and communicates objectives and expectations; and evaluates performance.

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### **2. Quality Assurance/Quality Control Related ( $\pm 50\%$ )**

- Oversees the rental application process for the assigned facility. Ensures rental inquiries are responded to from potential clients, rental applications and references are reviewed, and meetings are held with clients to learn of event requirements and expectations. Manages facility team in the review of work programs for each unit in preparing for rentals; ensures that rental estimates and contract agreements are prepared appropriately. Reviews rental fee structure and implements fee increases. Ensures the facility meets contract standards. Informs appropriate entities of facility activities that may impact the town; as well as contracting of additional services, such as electrician, ambulances, emergency medical technicians (EMT), event security and equipment, as required. Ensures facility deposits, rental fees, and box office sales are collected and deposited according to department practices and comply with approved audit practices. Reviews and signs checks from facility account to reimburse rental clients and ensures units have appropriate cash flow for event operations. Reviews recommendations for new initiatives to increase and enhance rental client/patron experience.
- Directs the preparation of annual budget for the complex; provides reports for complex usage and sets performance measures. Updates budget documents and narratives; estimates expenditures and revenues and analyzes projections in congruence with program projections. Researches and provides recommendations for annual capital purchases and projects to include major renovations and infrastructure projects or new equipment. Recommends reallocation of funds and provides justifications for budget requests; reviews facility rental revenues for coverage of direct costs and projected profit margins for event operations. Creates revised fee structures as necessary with plans for implementation. Identifies new event operations to increase revenue sources and identifies resources required to launch activities; reviews all purchases for complex to include contracts, field purchase orders, requisitions and petty cash. Assures financial documents are reported and submitted within approved guidelines.
- Works with Central Purchasing to prepare specifications for solicitation of bids and for items required for facility operations (e.g., contracted staffing, ticketing services). Administers contracts for services, rentals and formal partnership agreements; approves purchases for division in the absence of the Division Chief.

### **3. Other Duties ( $\pm 10\%$ )**

- Meets with rental clients, representatives for local government agencies, and patrons to explain services and policies for the complex; addresses client and community concerns and works to develop solutions and options. Confers regularly with repeat clients as essential facility stakeholders to make facility improvements and ensure continued business relationships. Drives Commission vehicles to coordinate externally with vendors for services; confers with and apprises divisions related to media relations on the facility and rental programs and shares relevant information with Division Chief. Conducts

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meetings internally with other divisions to coordinate other initiatives and maintenance for the complex. Develops reports or presents information to superiors concerning proposed changes to policies, procedures, and work methods of the complex.

- Enforces guidelines for securing employee records; enforces Merit System Rules and Regulations, union contracts and Commission procedures and practices. Researches and writes grants, memoranda of understanding, contracts and correspondence related to facility uses. Writes operational procedures and policies relevant to the complex; reviews and recommends actions for requested fee waivers.
- Plans facility website map and writes or approves text; works with graphic designers for display ads, brochures, logos, and facility signage. Markets and publicizes complex, as well as activities within complex to patrons and potential clients.

### Important Worker Characteristics:

- A. Wide knowledge of, and skill in (1) business administration; (2) facilities management; (3) marketing and public relations techniques; (4) leisure services and event planning; (5) events and programs (e.g., equestrian, sports)\*; (6) Americans with Disabilities Act (ADA); (7) safety and health regulations (e.g., food service); (8) facility management including rental and events; (9) budgeting principles; (10) procurement practices; and (11) Commission organization, policies and procedures\*.

*\* Typically acquired or fully developed primarily after employment in this job class.*

- B. Knowledge of, and skill in, (1) planning, assigning and reviewing work, (2) budgeting, using capital and managing resources to accomplish work, and (3) managing work and supervising employees; this includes knowledge of, and skill in applying, HR management and EEO principles and practices.
- C. Skill and ability to (1) organize work efficiently; (2) provide courteous customer service; (3) handle complaints and conflicts; (4) organize multifaceted work programs and specialized projects that require contributions of multiple employees; (5) develop promotional materials and market programs; (6) handle emergencies; (7) resolve disputes; and (8) perform cardiopulmonary resuscitation (CPR) and First Aid, and operate Automated External Defibrillator (AED).
- D. Considerable skill in problem solving to select, organize and logically process relevant information (verbal, numerical or abstract) to solve a problem. This includes skill in recognizing subtle aspects of problems and making recommendations and decisions. Example includes applying principles to solve complex problems with many variables, some which may be politically controversial.

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- E. Skill in communication to understand verbal and written information (including facts, assertions and arguments), draw inferences, form hypotheses and develop logical arguments, and to express such information so that others will understand and, in some situations, agree, comply or take other desired actions. This includes skill in actively listening to ascertain key information, including perspectives, concerns, wants and needs of others, and in communicating effectively to obtain agreement, compliance or other desired results.
- F. Interpersonal skills to interact with contacts in a businesslike, customer service-oriented manner; this includes establishing and maintaining working relationships and working as a member or a leader of a team and mediating disputes.
- G. Skill in operation of (1) general office, audio/visual, and photographic equipment; (2) specialized equipment pertaining to area of assignment; (3) recreational and concession equipment; (4) lighting and sound equipment; (5) computer including office software and enterprise software.

### Minimum Qualifications (MQs):

- 1. Bachelor's Degree in Parks Administration, Recreation Management, Facilities Management, Education, Business Administration, Public Administration, Communication, Marketing, Leisure Services or any related field.
- 2. Six (6) years of progressively responsible professional experience in a park administration or management facility with three (3) years of supervisory experience.
- 3. An equivalent combination of education and experience may be substituted, which together total ten (10) years.
- 4. Valid driver's license in accordance with both State and Commission rules and regulations. Driver's license must be unencumbered by restrictions, revocations, suspensions or points that could limit the employee's ability to drive Commission vehicles or perform driving duties required by the position of assignment.
- 5. Pass Commission medical exam.

### Working Conditions:

Works inside and outside an assigned facility which may operate seven days per week. Works extended hours, evenings, weekends and holidays. On-call to respond to emergency situations as required. Incumbents in this class must frequently: remain in a stationary position, operate vehicles, communicate and exchange information with internal staff and the public, be able to see for short and long distances, and occasionally lift equipment and other items weighting up to 49 pounds and ascend and descend ladders and stairs.