

The Maryland-National Capital Park and Planning Commission

TITLE: Recreation/Enterprise Facility Manager II
SERIES: Park & Recreation Management Series

GRADE: H CODE: 3472
DATE: 2/22/2000
FLSA: Exempt

Class Definition

Under general direction, manages the day-to-day programs and operations of a multi-functional recreation, cultural, historic, rental, community center or park facility (i.e., Community Center, aquatic facility with racquetball, historic mansion/rental facility, aquatic facility with ice rink, aquatic facility with snack bar and pro shop). Work at this level typically involves the designing, implementation, and management of a wide variety of recreational, sporting, cultural, and revenue-generating programs geared to the needs of a diversified community. Assignments include full responsibility for the operation of a facility including building maintenance, program administration, and staff supervision. Job assignments require the regular exercise of independent judgment and performance of duties within very general policy guidelines. Managers at this level are required to develop successful business strategies and methodologies to achieve optimum facility operations. Work assignments include troubleshooting and determining best solutions to complex operational problems. Performs other related duties as assigned.

Essential Job Functions:

1. Manages operations at a multi-functional recreational or park facility. Defines operational goals and objectives. Establishes operating procedures. Ensures safety and security of building and patrons. Reports and assists in the investigation of accidents, fires, and crimes. Monitors building utility systems to ensure proper operation. Supervises staff in routine maintenance and repair of facility. Arranges for major maintenance and repairs. Gives first aid and determines need for police or fire personnel in emergencies. Provides technical assistance in planning new construction, remodeling, and expansion of facility. Responds to questions or complaints from patrons. Evaluates operational policies and initiates changes for improvement.
2. Designs and manages a broad variety of cultural, interpretive, historical, or recreational facility programs and special activities. Regularly meets with citizens, community, user groups and business groups to identify needs, plan programs, and answer questions. Coordinates activities with other Commission units and outside government agencies. Develops goals, strategies, and action plans. Organizes and implements programs and activities such as classes, tours, tournaments, special events, accommodations for rental groups, and major revenue-producing events, as well as the operation of a snack bar and pro shop or other multiple secondary operations. Schedules staff, facility use, and equipment. Sets standards and evaluates success of programs. Recommends and monitors program fees.

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Essential Job Functions: (cont.)

3. Develops marketing strategies. Designs and develops advertising programs to publicize facility services and promote attendance. Writes articles, newsletters, news releases, flyers, and ads. Prepares posters, signs, calendars, and other graphics. Distributes promotional materials to individuals, news media, and groups interested in facility.
4. Manages and coordinates operating budget which includes revenue-producing facilities and programs. Prepares annual budget request for facility. Controls expenditures in accordance with approved budget. Monitors significant and complex revenue-producing programs and activities. Oversees preparation and submission of cash management records and reports. Procures equipment and merchandise. Solicits bids and price quotes from vendors and contractors. Selects best offer and initiates purchase requisitions and check requests.
5. Supervises staff. Recruits, selects, trains, and evaluates staff. Recommends disciplinary action. Approves time cards and leave requests. Plans, schedules, and assigns work. Conducts performance appraisals. Counsels and disciplines employees.
6. Manages facility records and reports. Prepares and maintains a variety of administrative records of facility such as revenue and expenses, inventory of supplies and equipment, memberships, time cards, rentals, facility maintenance, and attendance. Prepares administrative reports.
7. Coordinates externally. Organizes and facilitates special programs and events in surrounding community on behalf of the division or department. Develops publicity materials to promote special activities. Allocates necessary resources (e.g., personnel, budget) necessary for event.
8. Conducts research. Attends professional seminars to identify new programs, methods, and equipment which might be useful for facility. Researches technical publications or other government agencies to identify trends or seek information that would be useful to develop programs.

Important Worker Characteristics:

Considerable knowledge of: (1) leisure services; (2) recreation; (3) business administration; (4) performance counseling; (5) area of specialty (e.g., sports, arts, historical interpretation, and aquatics); (6) Americans with Disabilities Act (ADA); (7) social and cultural programs; (8) M-NCPPC policies and procedures;* (9) safety and health regulations; (10) equal

Important Worker Characteristics: (cont.)

employment opportunity and Merit System principles*; (11) supervision; (12) CPR and First Aid; (13) marketing and public relations techniques; (14) individual/group behavior of diverse populations; and (15) principles of management.

Skill in operation of: (1) audio-visual equipment; (2) recreational equipment; (3) general office equipment; and (4) computers and basic software programs (e.g., word processing, spreadsheet).

Ability to: (1) solve complex problems involving many variables; (2) read and interpret technical reports; (3) prepare correspondence; (4) use proper spelling, punctuation, and grammar; (5) deliver effective presentations to groups; (6) communicate effectively with the public and staff; (7) organize work efficiently; (8) provide courteous customer service; (9) develop and market promotional materials; (10) make sound decisions and handle several tasks simultaneously; and (11) act swiftly and effectively in an emergency.

*Developed primarily after employment in this job class.

Minimum Qualifications:

1. Bachelor's degree or four years experience in one of the following fields: parks, recreation, education, business administration, physical education, communication, leisure services, or in area of required specialty; and
2. Three years of progressive professional experience working in a facility related to parks, recreation, education, business administration, physical education, communication, leisure services or area of required specialty, including one year as a facility manager, program coordinator or supervisor; or
3. An equivalent combination of education and experience; and,
4. A valid operating license (i.e. county pool operator's license, child care license, etc.) where appropriate.
5. A valid driver's license may be required.

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Working Conditions

Works in an assigned facility which may operate seven days per week. Works extended hours, evenings, weekends, and holidays. Responds to emergency situations. Requires contact with the general public. Responds to citizens' complaints. On-call 24 hours. Attends meetings and programs at various facilities.