

The Maryland-National Capital Park and Planning Commission

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

GRADE: I CODE: 3473
DATE: 2/22/2000
FLSA: Exempt

Class Definition

Under general direction, provides advanced professional recreation or park facility management in the operation and maintenance of a multi-functional recreational complex (i.e., major athletic complex combined with aquatic facility, or 18-hole golf course with pro shop, snack bar, and driving range, or a community center with splash park or pool). Manages multiple and distinct simultaneously operating programs at a multi-functional complex. Managers at this level are required to have a high degree of specialized knowledge and expertise related to the complex's major programs. Incumbents are responsible for applying technical expertise in the development and management of diverse sporting, recreational, and cultural programs. The position's work assignments often include special projects requiring a comprehensive knowledge and application of enterprise business practices and the administration of park and recreation programs in order to plan and implement innovative and successful revenue-generating programs critical to the department. Performs other related duties as assigned.

Essential Job Functions:

1. Manages operations at a combined, multi-functional complex which houses distinct and separate simultaneously operating programs (i.e., major athletic complex combined with aquatic facility, or 18-hole golf course with pro shop, snack bar, and driving range, or a community center with splash park or pool) providing recreational, sporting, cultural, and revenue-generating programs and events for the community. Defines and implements operational goals and objectives of complex. Establishes operating procedures (e.g., hours, building security, safety). Monitors building utility systems to ensure proper operation. Develops and implements policies and procedures. Supervises staff in day-to-day maintenance and repair of complex. Arranges for major maintenance and repairs. Schedules staff, facility use, and equipment. Initiates and oversees research to improve facility equipment, operations, and programs. Provides technical guidance in planning new construction, remodeling, and expansion of complex.
2. Manages and coordinates a wide variety of cultural, interpretive, historical or recreational programs and activities. Defines goals and objectives. Sets program standards and regularly evaluates programs to assess and report program effectiveness as well as accomplishment of goals and objectives. Plans, researches, and evaluates programs. Develops and manages a variety of specialized recreational or park programs and Commission-sponsored community activities at a combined multi-purpose complex. Allocates staff and resources to accomplish program goals. Develops, plans, organizes, and coordinates specialized recreational or park programs and activities based upon research and information gathered. Recommends and monitors program fees. Meets with citizens, community groups, and business groups to identify needs, plan programs,

Essential Job Functions: (continued.)

- and answer questions about facility programs. Investigates complaints involving highly sensitive issues and problems.
3. Develops marketing strategies for programs. Plans and designs advertising programs to publicize facility services and promote attendance. Writes articles, newsletters, news releases, flyers, and ads. Prepares posters, signs, calendars, and other graphics. Sends materials to print shop and checks work. Sends 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 complex. 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. Plans, schedules, and assigns work of supervisors and other staff. Recruits, selects, trains, and evaluates staff. Conducts performance appraisals. Counsels and disciplines employees. Approves time cards and leave requests.
 6. Manages records. Supervises the processing and maintenance of administrative records and reports. Reviews and approves records of revenues and expenditures; time cards; inventory of supplies and equipment; memberships; rentals; facility maintenance; and attendance. Prepares technical administrative and financial reports.
 7. Manages daily activities. Recommends and implements actions to improve daily operations. Greets visitors and explains rules, memberships, and operations. Resolves disputes. Oversees preparations for activities and programs. Sets guidelines. Coordinates registration system for programs. Supervises sales of merchandise such as sporting goods, equipment, and clothing.
 8. Coordinates externally. Coordinates activities with other Commission units and outside government agencies. Works in and around the surrounding community supporting special programs and events. Performs committee work and special projects on behalf of department. Conducts research and exchanges information with other facilities. Attends professional seminars to identify new programs, methods, and equipment which might be useful. Conducts surveys to identify new programs, equipment or methods. Develops programs based on research and information gathered. Investigates and resolves complex issues and questions.

Important Worker Characteristics:

Comprehensive knowledge of: (1) leisure services; (2) advanced technical knowledge in specialty areas (e.g., arts, sports, historical interpretation, and aquatics); (3) business administration; (4) performance counseling; (5) Americans with Disabilities Act (ADA); (6) social and cultural programs; (7) M-NCPPC policies and procedures;* (8) safety and health regulations; (9) equal employment opportunity and Merit System principles*; (10) supervision; (11) CPR and First Aid; (12) marketing and community relations techniques; (13) individual/group behavior of diverse populations; and (14) principles of management.

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

Ability to: (1) solve complex problems; (2) read and interpret technical reports; (3) prepare correspondence; (4) communicate effectively with the public and staff; (5) organize work efficiently; (6) provide courteous service; (7) develop and market promotional materials; and (8) 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. Four years of progressively responsible professional experience working in a facility related to parks, recreation, education, business administration, physical education, communication, leisure services or area of required specialty, including two years as a facility manager, program coordinator or supervisor; or
3. An equivalent combination of education and experience; and,
4. A valid operating license (e.g., county pool operator's license and child care license), where appropriate.
5. A valid driver's license may be required.

Working Conditions

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