



Job Description for Director of Parks, Recreation, & Events

Summary & Scope of Responsibilities:

The Director of Parks, Recreation, & Events is responsible for spearheading the growth and development of the Parks, Recreation, & Events department for the Town of Colonial Beach. This role includes supervisory work in directing and coordinating town events year-round, developing and executing recreational activities, overseeing grounds and facility maintenance and upkeep, department budget planning, resource management, civic engagement, and public relations on behalf of the department with minimal direct supervision.

Reporting Relationships:

Reports directly to the Town Manager.

Essential Tasks & Responsibilities:

- **Parks and Facility Management:**
 - Supervise operations, events, and maintenance of park facilities within the Town, including amenities such as shelters, playgrounds, trails, gardens, offices, and restrooms.
 - Arrange for the preparation and teardown of park amenities for reservations, permitted events, and activities programmed by Parks and Recreation.
- **Staff Supervision:**
 - Supervise full-time and part-time departmental staff, including training, scheduling, coaching/counseling, and evaluating performance.
- **Policy and Budget Management:**
 - Develop, recommend, draft, and enforce park policies and procedures.
 - Prepare the annual department budget and monitor revenue and expenditures.

- **Collaborations and Community Engagement:**
 - Work collaboratively with internal departments and external partners for sponsorships, programming, and events.
 - Encourage citizen engagement and respond to inquiries/complaints via phone, email, or in person in a timely, professional manner.
 - Investigate accidents, incidents, and vandalism issues and follow proper reporting procedures.
 - Administer town policies and procedures related to Parks and Recreation.
- **Promotions and Public Relations:**
 - Promote events and activities through social media, flyers, and monthly emails.
 - Make presentations to the Town Council when necessary.
 - Be available to work with teams in areas outside Parks, Recreation, & Events.
 - Attend weekly leadership meetings and other department meetings as necessary.
- **Event Coordination:**
 - Send emails to event organizers with application forms to complete before the end of the calendar year.
 - Set calendar for responses from event organizers.
 - Send reminders to event organizers to submit form responses.
 - Phone and personal contact with negligent event organizers to recruit them to turn in forms for their events.
 - Contact Public Works to schedule bathroom availability, mowing, and electrical for events.
 - Prepare final event calendar for Police, Public Works, and Town Manager.
 - Ensure event organizers have insurance, ABC licenses, maps of their event, and schedules for internal Town communications.
 - Meet regularly with Police and Public Works to review and prepare for upcoming events and confirm relevant paperwork is complete.
 - Keep the Town Manager apprised of events.
- **Activity Scheduling:**
 - Prepare a mailing list of people who subscribe to Parks, Recreation, and Events activities.
 - Meet monthly with CB Explorers (citizen group) to discuss programs for Parks.
 - Schedule park activities, order supplies, and reserve space.
 - Promote park activities via social media, flyers, and website.

- Prepare and send Park and Recreation calendar and magazine to the mailing list and share with the Town communication coordinator.
- Communicate with potential teachers to schedule classes and activities and promote them.
- **Communications:**
 - Submit articles for the quarterly Town newsletter.
 - Review the quarterly newsletter before publication.
 - Send weekly email to the Town leadership team for inclusion in social media posts, including pictures.
 - Review and submit in-house writing intended for the public.
 - Prepare social media posts for all Town departments.
 - Record and edit Public Service Announcements for the Town broadcast by WWER.
 - Keep a calendar of events for non-Town NGOs.
 - Reserve space and set up PRAC meetings, prepare agendas, and take and publish minutes of monthly meetings.
 - Liaise with Berry Dunn Park consultants and post information on the Town website.
 - Work with the Town IT specialist to build a more interactive segment of the Town website.
 - Manage guest list RSVPs for events such as Historical Marker unveilings and groundbreaking.

Knowledge, Competencies & Technical Skills:

- Experienced in departmental understanding and managerial skill set.
- Self-driven, mission-focused desire for task accomplishment.
- Innovative, problem-solving approach to community requests.
- Proficient in Microsoft Office products and Canva or similar design software.
- Ability to work with employees, volunteers, and community groups with diverse cultural and social backgrounds.
- Ability to set goals and parameters for staff/volunteers to conduct town activities, park operations, and management.
- Knowledge of natural, historical, and cultural resource issues, processes, and regulatory requirements.
- Working knowledge of resource management techniques, procedures, and guidelines.

Expected Hours & Travel:

Salaried position expected to average over and above a 40-hour week schedule as needed. Position requires shift work, including weekends and holidays. Minimal travel, with occasional travel to conferences and town events.

Required Education & Experience:

- A minimum of a 2-year associate degree in natural resource management, business administration, outdoor recreation, or history is preferred. Accumulated training and experience can substitute for a degree.
- Extensive experience in parks and recreation programming is preferred.
- Effective oral and written communication.
- A valid Virginia driver's license.
- Excellent time management and organizational skills.
- Ability to analyze complex issues and develop implementable solutions.
- Ability to make presentations and use audiovisual equipment.
- Ability to perform heavy manual labor, including standing, bending, pulling, climbing, and lifting up to 50 lbs.
- Ability to obtain First Aid, CPR & AED certifications within 12 months of employment.

AAP/EEO Statement:

This position description provides a general overview of the environmental conditions and physical, mental, and sensory requirements necessary to perform the essential functions of this position. The Town adheres to the requirements of the Americans with Disabilities Act (ADA) in hiring and employment decisions, providing reasonable accommodations for qualified applicants or employees with disabilities unless it causes undue hardship on the Town's business operations. The Town does not discriminate in employment based on race, color, religion, sex, pregnancy, national origin, political affiliation, marital status, disability, genetic information, age, parental status, military service, or other non-merit factors.

Duties and Responsibilities May Change:

This position description is subject to change as the needs of the Town change. The Town reserves the right to assign or reassign duties and responsibilities at any time with or without notice.