

PROGRAMMING AND MARKETING COORDINATOR

Position Code: 2320

WC Code: 9102

FLSA Status: Non-Exempt

Pay Grade: 350 (\$37,762 - \$59,057)

Location: Recreation

Approval Date: 2010

General Statement of Duties

Performs responsible administrative and supervisory work in coordinating and implementing a variety of recreational and aquatic programs.

Distinguishing Features of the Class

An employee in this class is responsible for organization and supervision of recreational programs which include special events, special populations and the Town's aquatics program. Work shall include supervision of the Recreation Center Supervisors, overseeing budgeting process, program planning, and monitoring public relations for the entire department. Maintains personnel records on all part-time employees, conducts monthly staff meetings, prepares monthly calendar of events and prepares department press releases. Work is performed in accordance with departmental rules and regulations and requires judgmental discretion in the application and interpretation of programs and procedures. Employee is subject to hazards in parks and recreation including working in both inside and outside environments, in extreme hot and cold weather. Duties may expose the employee to human body fluids, thus the work is subject to OSHA regulations of bloodborne pathogens. Work is performed under the general supervision of the Director of Parks and Recreation, and is evaluated through observation, conferences and effectiveness of programs offered.

Duties and Responsibilities

Assists with the planning of a variety of special events.

Directs Aquatic Programs – Recruits, assigns, trains, supervises and evaluates part-time employees and volunteer workers, including pool manager, lifeguards, etc., conducts organizational meetings and training sessions on rules and procedures.

Coordinates Tennis Programs – Schedules and promotes town wide tennis programs.

Plans, develops and implements a marketing and public information campaign to advertise programs and activities of the Parks and Recreation Department; maintains a constant flow of information to the community using a variety of methods, including a speaker's bureau and television, radio and print advertising.

Establishes, coordinates and markets special events for the Town, including but not limited to, cultural arts performances, special population programs, and special athletic events.

Assists the Director with all departmental public relations by attending meetings with local organizations and associations in order to form a network within the Town.

Coordinates and monitors activities and special programs at the Recreation Centers; coordinates programs between the Center Supervisors by meeting weekly with the staff, preparing reports, ordering supplies and performing necessary duties to assure that the programs are fun properly.

Develops department brochures for special use facilities.

Develops department's Leisure Living Guide, including coordination of information and layout.

Serves as department liaison to community and special interest groups.

Searches and maintains department wide sponsors for the department overall sponsorship program.

Performs related duties as requested.

Recruitment and Selection Guidelines

Knowledge, Skills and Abilities

Extensive knowledge of swimming pool operations and lifeguard training.

Extensive knowledge of aquatics program.

General knowledge of the principles and practices associated with recreation programming planning and development.

General knowledge of the principles and practices associated with marketing and public relations.

General knowledge of the philosophy and objectives of public recreation programs.

Some knowledge of pertinent federal, state and local laws, codes and regulations.

Ability to oversee and supervise employees in overall operation, and delegate responsibilities to employees.

Ability to elicit community and organizational support for recreation program.

Ability to prepare a variety of promotional materials including flyers, brochures, schedules and press releases.

Ability to establish and maintain effective working relationships with the public, departmental heads, governmental officials and with other town employees.

Ability to express ideas effectively in oral and written forms; ability to make presentations.

Ability to deal tactfully, courteously and firmly with the public.

Physical Requirements

Must be able to physically perform the basic life operational functions of climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pulling, pushing, lifting, grasping, talking and hearing.

Must be able to perform sedentary work exerting up to 20 pounds of force occasionally; and/or a negligible amount of force constantly to move objects.

Must possess the visual acuity to prepare and analyze data, extensive reading, and visual inspections to determine accuracy, neatness and thoroughness of work assigned.

Minimum Education and Experience

Bachelor's Degree in recreation from an accredited college or university and two to five years of experience in business administration or marketing; or any equivalent combination of experience and training.

Special Requirements

Possession of a valid North Carolina driver's license.

Must be able to obtain Certified Pool Operators License from National Aquatics Society.