

City of Windsor Heights

Parks and Special Events Coordinator

Department: Administration
Reports To: Director of Planning, Development and Marketing
FLSA Status: Non-Exempt
Written By: Sheena Danzer
Approved By: Brett Klein
Council review and approval on April 20, 2015

Summary Description:

Under the general direction and supervision of the Director of Planning, Development and Marketing, the incumbent is responsible for the coordination, planning and promoting of special events and park and recreation programming. The incumbent monitors activities and maintains a positive appearance and cleanliness of the parks and City Community Center. The incumbent is responsible for scheduling events and activities at the Community Center, parks, fields, performance pavilion and other City-owned areas requiring a reservation. The incumbent monitors the overall effectiveness and efficiency of parks and special events; makes recommendations for improvements; and assists with staff at City Hall whenever possible or as directed.

Appointment/Selection:

Selection is facilitated by the City Administrator and Director of Planning, Development and Marketing, and is based upon merit and qualifications.

Knowledge, Skills, and Abilities:

- Knowledge of the organization, functions and issues of municipal government.
- Knowledge of the principles and practices of public administration.
- Knowledge of the principles and practices of event coordination and management.
- Ability to report, write or edit articles for publication.
- Knowledge of marketing principles.
- Knowledge of social media tools and communication methods.
- Ability to prepare programs and evaluate same for effectiveness.
- Ability to work under minimal supervision.
- Knowledge and practical experience with a variety of computer software programs including word processing, Excel, e-mail, and municipal financial software.

- Exceptional organizational and general office skills.
- Ability to effectively communicate verbally and in writing.
- Ability to establish and maintain positive working relationships with City staff, elected officials, public, press, and contracted vendors.
- Ability to use contemporary technology, including computers, telephones, social media and software management programs, audio-visual equipment, etc.
- Ability to maintain a professional demeanor, and conduct public presentations to a variety of different individuals with diverse backgrounds.
- Must possess ability to work independently and be flexible.
- Ability to multi-task on a daily basis, performing with telephone and walk-in customer interruptions, and adapt to changing priorities.
- Ability to work varying hours when necessary, including some nights, weekends and early mornings.
- Knowledge of, and the ability to, safely work with general and specialized tools and equipment used in a municipal office setting, including but not limited to copier, tri-fold machine, adding machine, postal meter, etc.
- Ability to operate a cash register and properly facilitate cash transactions.
- Must possess exceptional interpersonal relationship / customer service skills.
- Ability to tactfully and diplomatically enforce policies, rules and procedures.

Essential Functions (The following is a list of typical duties):

- Assists with the creation and designing of marketing materials, organizational publications and public information pieces for city events.
- Markets the City facilities to potential user groups.
- Develops and maintains effective working relationships with media contacts; responds to public information requests.
- Plans, promotes, staffs and oversees City special events, including facilitating reservations for the Community Center, parks, pavilions and other City owned facilities requiring reservations.
- Coordinates, facilitates, and manages all City sponsored events held at the Community Center or parks / pavilions.

- Collects and transmits fees and properly reconciles with City financial staff.
- Create, manage, and implement social media tools to support and communicate Community Center information, activities, and messages and City special events.
- Inspects all park facilities to ensure supplies are on hand and there is a safe and proper environment for patrons.
- Designs, plans, organizes, supervises, implements and manages all aspects of recreation programs, including evaluating program effectiveness and needs.
- Prepare content for print and electronic newsletters; manage layout, editing, and publication of newsletters.
- Assists with media-related inquiries as directed. Coordinates with City departments and personnel regarding such inquiries.
- Advises respective City management on community relations projects and activities.
- Conduct research and make recommendations on complex administrative projects and issues.
- Works with the Chamber, Community Events Planners and other stakeholders as needed for carrying out special events.
- Maintains rental records and a rental calendar of all the City facilities available for rent.
- Compiles and maintains program reports; tracks department revenues and expenditures and prepares the program budget for submission to City finance staff.
- Manages the oversight of the proper use, care and maintenance of recreation supplies and equipment.
- Manages all aspects of the Community Center including oversight of cleanliness and operations.
- Recruits volunteers for classes, programs and special events and supervises volunteers selected based on qualifications.
- Attend and prepare minutes of meetings as directed.
- Coordinates with community and various civic groups when necessary and working in concert with a City program, event or initiative.
- Represents the City on intra- and inter-agency councils, committees and groups.

- Assist citizens, co-workers and elected officials as necessary and appropriate.
- Coordinates financial sponsorships; generates in-kind gifts, grants and other program supplemental revenues.
- Assist with City Hall front desk responsibilities when necessary.
- Reports to City Hall to perform work and assist staff when Community Center is being utilized or as directed by supervisor.
- Answer phone calls, assist public with questions, comments and concerns and report all complaints to supervisor immediately. Upon receipt of a complaint will take copious notes in the absence of the City Administrator and receive contact information of the complainant.
- May be required to report to work to serve customers during emergency conditions. May be assigned to report to a different location and perform other City duties as directed.
- Plays a critical role on the City's overall marketing team, including assisting in City-wide marketing efforts.
- Other duties as directed by the City Administrator, incumbent's supervisor, or City Council that arise from a matter of policy or contemporary trends.

Peripheral Duties:

- Attend seminars, professional /district meetings, and workshops related to job functions and keeps apprised of developments or changes in municipal government and local, state, and federal law.
- Update and enhance knowledge of contemporary communication practices and methods covering all forums.

Experience and Training:

- Graduation from an accredited college or university with a (4)-year Bachelor's Degree in Marketing, Leisure Services, Parks and Recreation, Business, Public Administration or related field preferred, and 1-3 years related experience; or any combination of equivalent education, training and experience providing the requisite knowledge, skills and abilities to perform the essential functions of the position.
- Must possess a valid Iowa driver's license. If in possession of a valid out of state license, must be able to possess and maintain throughout employment a valid Iowa driver's license within 6 months of employment.
- Possession and maintenance of CPR, AED and First Aid certifications.

Tools and Equipment Used:

- Typewriter, personal computer, including word processing, spreadsheet and data base software, 10-key calculator, telephone, copy machine, fax machine, postage meter, first aid and safety equipment.
- Cleaning and maintenance chemicals and solutions in accord with the manufacturer's specifications.

Work Environment/Frequent Physical Demands:

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a qualifying disability to perform the essential functions.

- The noise level in the work environment is low/moderate level office noise in addition to occasional noise exposure of streets, parks and public works machinery and equipment.
- Frequently sit, stand, walk, bend, grasp, push, pull, squat, twist and kneel.
- Frequent use of physical strength requiring the moving, lifting, pushing, carrying and pulling of objects weighing up to 30 pounds.
- Frequent use hands frequently to finger, handle, or feel objects, tools or controls.
- Frequent reaching with hands and arms, and occasionally lift, push, and carry or pull moderately heavy objects (30-50 pounds).
- The employee is frequently required to verbally communicate and interact with public, citizen customers, vendors, staff and elected officials using active listening skills.
- Specific vision abilities required by this job include close vision and the ability to adjust focus with clarity of vision of 20' or more and 20" or less, as well as proficient hand / eye coordination.
- Requires clerical, forms, numerical, and verbal perception.
- Occasionally crawling and lifting; pushing, pulling and carrying objects (50 pounds or greater) may be required. Individual will be expected to lift items in this range with the assistance of a machine or other able individual.

Interaction with Other Department/Staff:

- The position requires a high degree of information sharing between administration, treasurer, public works, police, building inspector, City Council, and other temporary staff. It is of the utmost importance that any personal information be kept strictly

confidential and in the event of written documents with personal information be held under lock and key.

The duties above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Acknowledgement:

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I understand that this is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the City of Windsor Heights reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed as directed by the City of Windsor Heights. I understand that I may be required to work overtime, different shifts or hours outside the normally defined workday or workweek. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the City of Windsor Heights has a similar right.

Employee's Signature Date City Administrator Date

The City of Windsor Heights is an Equal Opportunity Employer.