

LEISURE SERVICES SPECIALIST

DEFINITION

Under general direction, oversees all marketing and public relations for the department, researches and writes grant proposals, assists with planning, organizing and implementing Parks and Leisure Services programs.

DISTINGUISHING CHARACTERISTICS

This position serves as a member of the City's management team and works under the direction of the Parks and Leisure Services Director.

REPRESENTATIVE DUTIES

The duties listed below are examples of the work typically performed by the employee of this class. Not all assigned duties may be listed below.

1. Works with community groups and individuals in the development, organization, and promotion of Parks and Leisure Services programs and activities; keeps the public informed through news releases, promotional materials, by representing the department at community functions, and other forms of media.
2. Responsible for conducting the full range of activities required to prepare, submit, and manage grant proposals.
3. Prepares comprehensive reports; recommends appropriate alternatives and courses of policy action; assists with and makes presentations; follows up on action required.
4. Plans, organizes, directs, and evaluates city-wide recreation programs.
5. Develops, coordinates and conducts the marketing of events and activities.
6. Creates media kits for advertising and sponsorship opportunities.
7. Answers questions and gives information regarding Parks and Leisure Services Department events and activities to residents and the media.
8. Conducts surveys and evaluations on behalf of the Parks and Leisure Services Department.
9. May participate on task forces to address problems or issues related to governmental activities or community concerns.
10. Works with City officials, co-workers and other interested parties to obtain information, clarify details and understand issues under study.

11. Consults with the Director on matters of department and community needs; provides staff support to the Director; writes reports and makes presentations to City Manager and City Council.
12. Represents and supports the policies and procedures established by the City Council, City Manager, and Department Heads.

EMPLOYMENT STANDARDS

Education and/or Experience:

Graduation from an accredited college with a Bachelor's degree in recreation administration or a related field and five years of experience in recreation programming, community relations, or any combination of training and experience that provides the desired knowledge and abilities. Experience in brand management, comprehensive marketing plan development, and grant research and writing.

Knowledge of:

Marketing and public relations techniques and strategies; principles and techniques of public relations, customer satisfaction, and public speaking; objectives, methods, and techniques of special event planning; sports and recreational activities suitable for children, youth, and adults; community organizations and resources available; recreation assessment techniques; budget preparation and monitoring.

Ability to:

Speak publicly and make presentations; prepare reports and correspondence; establish and maintain effective working relationships; communicate effectively, both verbally and in writing; analyze situations and resolve problems within established laws, rules, regulations and policies; develop comprehensive plans to meet future needs for service; deal constructively with conflict and develop effective resolutions; work flexible hours with some holiday and weekend work required; perform a variety of tasks simultaneously or in rapid succession; and operate a computer.

Special Requirements:

Possession of or ability to obtain a valid California Driver's License.

Physical Demands:

Sitting, standing, walking, some stooping, and bending. Dexterity and coordination to handle files; occasional lifting of objects up to 25 lbs. such as files, stacks of paper and other reference materials, and various recreation equipment. Moving from place to place within the office; some reaching for items below and above desk level. Strength, dexterity, coordination and vision to use a keyboard and computer.

WORKING CONDITIONS

Generally clean work environment with limited exposure to conditions such as dust, fumes, odors, or noise. Daily use of a computer. Some travel by car may be required to attend meetings outside of normal business hours.