ASHEVILLE, NORTH CAROLINA

Classification Specification

Community Outreach Specialist, Senior
Job Code: 5170
FLSA: Exempt

Purpose of Classification:

The purpose of this classification is to plan, promote, and administer assigned recreational programs and related facilities, such as pools and community recreation centers for the Parks and Recreation Department and to market and promote Department programs, activities, and events.

Distinguishing Characteristics:

This is a single level classification.

Essential Functions:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Supervises, directs, and evaluates assigned staff: plans, directs and reviews work of individuals and the team; processes employee concerns and problems and counsels as appropriate; recommends discipline, disciplinary actions, or discharge; completes employee performance appraisals and salary increases; participates in interviews and makes hiring recommendations; acts as a liaison between employees and department managers; and trains staff in operations, policies, and procedures.

Organizes, prioritizes, and assigns work: prioritizes and schedules work activities in order to meet objectives; develops and oversees employee work schedules to ensure adequate coverage and control; ensures that subordinates have the proper resources needed to complete the assigned work; monitors status of work in progress and inspects completed work; consults with assigned staff to assist with complex/problem situations and

provide technical expertise; provides progress and activity reports to supervisor; and updates and maintains department procedure manuals.

Develops and implements goals and objectives for assigned recreation and aquatics programming and facilities for the City: develops and implements policies and procedures for effective operations and maintenance; prioritizes and oversees recreation and aquatics programming and activities; and identifies new processes and alternatives to resolve problems or improve/enhance operations.

Develops, coordinates, and implements recreation and aquatics programs and activities: plans and coordinates youth and adult programs and special events; researches local, regional, and national programming, as well as local trends and demographics; analyzes gaps in current programs; determines and recommends new programs and activities to meet organizational needs; develops and implements programming schedule, as well as standards for equipment and facilities maintenance; and creates and maintains program enrollments, updates, and reporting.

Manages assigned pool and facility operations: manages and updates facility calendar; addresses custodial issues, maintenance, and repair needs; manages risks; responds to questions, concerns, and problems regarding facility maintenance needs; ensures equipment and facilities are maintained in compliance with applicable local, state, and federal rules and regulations; conducts facility and pool inspections; monitors water chemistry and filtration systems; determines and/or conducts needed maintenance and repairs; and maintains inventory of all equipment and supplies.

Develops, recommends, and administers budget for area of assignment: recommends allocations for staffing, equipment, programming, capital improvements, and other expenditures; manages contracts and agreements for area of assignment; assists with bond referendum projects; processes and approves purchase orders; researches, applies for, and administers grants; oversees deposits and cash handling policy; and monitors revenues and expenditures to ensure compliance with approved budget.

Develops and implements marketing and communications plan for the Department: creates, develops, and implements visual identity/branding program and marketing and communications strategies; reviews departmental marketing requests; determines appropriate marketing tools, channels, and timelines; develops and creates print and online content, such as social media posts, flyers, brochures and other promotional copy and media to publicize and promote department programs, facilities, events, or objectives; serves as a liaison to local public, private, and media organizations; researches alternate marketing tools, methods, and channels; and generates public relations campaigns to support special projects, service changes, and new initiatives within the department.

Plans, organizes, and staffs community outreach programs and events; arranges and conducts special events, educational programs, and other activities; secures locations, dates, and sponsorship needed; prepares activities and materials; recruits and supervises event volunteers; and coordinates set-up, staffing, and implementation of program/event plans.

Performs customer service duties: receives and responds to inquiries from the public and others regarding various assigned programs and facilities; provides information or directs inquiries to appropriate department resources; meets with civic groups, swim organizations and others; conducts facility tours; and prepares and presents information regarding recreational and aquatics opportunities and programming.

Operates various equipment as necessary to complete essential functions, such as audiovisual and sound equipment, maintenance equipment, pool vacuum, pool filtration system, pressure washer, etc.

Maintains a current, comprehensive knowledge and awareness of applicable laws, regulations, principles, trends, and practices relating to recreational and aquatics programming and facility development; reads professional literature; maintains professional affiliations; and attends meetings, workshops, conferences, and training sessions as required.

Communicates with supervisor, subordinates, other City employees, contractors, the public, outside agencies and organizations, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems.

Processes a variety of documentation associated with department/division operations, within designated timeframes and per established procedures: receives, reviews, prepares, completes, processes, forwards or retains as appropriate various forms, reports, correspondence, invoices, personal checks, attendance records, time sheets, credit card reports, employment applications, facility program reports, contracts, agreements, facility calendar, chemical and pump logs accident reports, permit applications, employee performance appraisals, marketing materials, online content, presentations, budget and financial documentation, and other documentation; compiles data for further processing or for use in preparation of department reports; and maintains computerized and/or hardcopy records.

Operates a personal computer to enter, retrieve, review, or modify data, utilizing word processing, spreadsheet, database, presentation, Internet, e-mail, or other software; and operates general office or other equipment as necessary to complete essential functions.

Additional Functions:

Performs other related duties as required.

Minimum Qualifications:

Bachelor's Degree in Parks and Recreation Management, Public Relations, Marketing, or a related field required; supplemented by three years of experience in recreation and aquatics programming and development, or a related field; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: Must possess and maintain a valid North Carolina driver's license. Must possess and maintain a valid National Certified Pool Operator's license.

Specific Knowledge, Skills, or Abilities: Must be able to demonstrate proficiency in performance of the essential functions and learn, comprehend, and apply all City or departmental policies, practices, and procedures necessary to function effectively in the position.

Performance Aptitudes:

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to work with and apply principles of persuasion and/or influence over others to coordinate programs or activities of a project, and resolve typical problems associated with the responsibilities of the job.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; ability

to calculate decimals and percentages; may include ability to perform mathematical operations with fractions; may include ability to compute discount, interest, and ratios; may include ability to calculate surface areas, volumes, weights, and measures.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA Compliance:

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, odor, depth, texture, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Performance of essential functions may require exposure to adverse environmental conditions, such as dirt, dust, pollen, odors, wetness, humidity, fumes, temperature and noise extremes, water hazards, hazardous materials, toxic agents, confined spaces, machinery, vibrations, electric currents, traffic hazards, bright/dim lights, animal/wildlife attacks, animal/human bites, disease, pathogenic substances, or rude/irate customers.

The City of Asheville is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.