

DIRECTOR OF PLANNING AND DEVELOPMENT

GENERAL STATEMENT OF DUTIES: Performs highly responsible duties in the planning and development of parks and recreation systems; supervises staff in the strategic planning process including public information, marketing, grant writing, recreation programming, village operations and clerical services; supervises the development of grants and community partners; develops and implements training programs; establishes and conducts a comprehensive public information and marketing program; assists in the development of administrative procedures and policies; works under the direction of the Director; performs related duties as required.

STATEMENT OF TASKS:

Supervises professional and clerical staff involved in the planning and development process of the Parks and Recreation Commission;

Develops and evaluates annual goals for the division;

Supervises preparation of grant applications to state and federal agencies and other funding sources;

Researches grant and funding information and provides the Director and others with such information;

Designs evaluation and monitoring systems for projects;

Monitors projects upon implementation to assure compliance with grant requirements and project objectives;

Directs public information for the department for all types of news media;

Directs marketing programs including responsibility for group sales and advertising;

Assists in the development and maintenance of advisory, citizen, and other committees that are supportive of Commission plans, programs and activities;

Supervises the preparation of annual reports of departmental activities;

Recommends, designs and implements special programs or activities for the public or special groups as required;

Establishes and maintains liaisons with state and federal agencies and departments and other funding sources related to grants and funding;

Prepares and maintains required reports and records;

Assists with the development of the annual budget and ensures management of the established budget;

Establishes good relationships with volunteers and ensures optimum utilization;

Develops partnership initiatives with public and private organizations and funding sources;

Assesses need and organizes and evaluates training programs for Commission staff;

Assists in planning, developing and organizing programs that will utilize potential funding sources including identification of services to be offered, target groups to be served and staff required to implement approved projects;

Assembles and maintains data files, statistics and other information about the Genesee County Parks system.

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The statement of tasks above is intended to be sufficient to identify the class and be illustrative of the many duties that may be assigned. It should not be interpreted to describe all of the duties an employee assigned to this class may be required to perform.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Considerable knowledge of parks and recreation functions and activities;
Comprehensive knowledge of the principles and application of publicity techniques;
Knowledge of the general functions of local, state and federal government;
Knowledge of grants and application procedures;
Knowledge of public relations programs in conjunction with parks and recreation activities;
Ability to train staff and develop training programs;
Ability to supervise professional and clerical staff;
Ability to communicate clearly and effectively both orally and in writing;
Ability to prepare and present complex oral and written reports;
Ability to use computers and related software such as spreadsheets, data base and word processing;
Ability to work effectively with government officials, department heads, employees and the public;
Ability to exercise discretion and judgment in determining effective approaches to public relations problems;
Ability to attend work regularly and work under stressful conditions;
Skilled in successful grant proposal writing;
Skilled in strategic planning activities;
Skilled in data collection and data analysis techniques.

MINIMUM QUALIFICATIONS:

Bachelor's degree in Parks and Recreation Administration, Marketing, Business Administration or Public Administration and four (4) years of experience in program planning, development and successfully obtaining capital development grant funds, preferably in parks and recreation setting.

SPECIAL REQUIREMENTS:

Possession of a valid driver's license;
Willingness to work holidays, weekends and irregular hours.

Established: August 29, 2000


Human Resources Director