

City of Lake City, FL

Classification Description

Classification Title: COMMUNITY PROGRAM DIRECTOR
Department: CITY ADMINISTRATION

Pay Grade: 49-13
FLSA Status: Exempt

General Description

Under general direction of the City Manager, the Community Program Director performs a diverse variety of technical, financial and administrative functions in the areas of recreational facilities rentals, community events, and community redevelopment agency (CRA) programs. Plans, organizes, implements, directs, and manages the Community Programming of the City, which includes, special events and rental of city facilities. Administers grant funding programs including the Small Cities Community Development Block Grant (CDBG), Brownfields, and other assigned miscellaneous grants; coordinates public/private partnerships with private sector entities including residential developers, businesses, nonprofit organizations and lending institutions; prepare and make presentations or assist the City Manager or his/her designee with presentations to Mayor and City Council, neighborhood organizations, business groups and non-profit organizations.

Essential Functions:

- Directs, supervises and ensures successful implementation of City-wide programming and/or community events at multiple park locations.
- Studies and analyzes program participation and attendance; prepares weekly and monthly reports of participation and revenues; prepares recommendations and reports for both short and long-term action required to meet the recreation needs of the community as revealed through these studies; works with staff, professional instructors and trained volunteers in initiating and implementing programs.
- Acts as project leader for new initiatives and community events.
- Administers all rentals of city facilities and parks.
- Directs and implements the look and production of all CRA products including publications, ads, website, collateral materials, and program initiatives.
- Coordinates and supports development of professional and business organizations, coordinating with outside financial and political organizations. Coordinates facility improvements and manages special events to further the City's economic and community redevelopment goals and objectives.
- Creates and coordinates projects and programs pursuant to the CRA Master Redevelopment Plan 2011.

- Coordinates and directs special community events independently or in partnership with other external agencies.
- Assists in preparing City Manager and CRA annual operating budget and reports.
- Prepare RFQ's for rental facilities maintenance/repair work.
- Coordinates Community Development Block Grant and other grants.
- Assists with development of city marketing materials.
- Administers the City's social media platforms.
- Studies and analyzes program participation and attendance; prepares weekly and monthly reports of participation and revenues; prepares recommendations and reports for both short and long-term action required.
- Performs other related duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related marginal duties as required.)

KNOWLEDGE, SKILLS, AND ABILITIES

Equipment: Uses small office equipment, including copy machines or multi-line telephone systems. Uses highly technical computer applications, such as GIS or CAD.

Critical Skills/ Expertise: All employees must possess knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks. The abilities expected of all employees include being able to respond to supervision, guidance and direction of superiors in a positive, receptive manner and in accordance with stated policies, be appropriately groomed and attired so as to present a professional image in accordance with the organization's mission, goals, and policies; report for work promptly and properly prepared at the time and place required by the assignment or orders; notify the appropriate supervisor of intended absences in accordance with stated rules; conform with standards and rules regarding use of accrued time; demonstrate a polite, helpful, courteous, and professional image when engaged in any activity with the public; operate and care for equipment to manufacturer's specifications and/or within the specified parameters and in accordance with policies; demonstrate an understanding, consideration, and respect of cultural, religious, and gender differences when interacting with the public and colleagues. Critical skills/expertise identified for this job include:

- Knowledge of modern personnel management practices;
- Ability to develop innovative ways of generating revenues for downtown initiatives;
- Skill in dealing with community groups and individuals; and
- Skill in developing subordinate staff to plan and carry out programs.

- Knowledge of Federal Housing and Community Development Program;
- Skill in use of a personal computer;
- Skill in public relations;
- Ability to work with all levels of city personnel tactfully and courteously;
- Ability to meet multiple deadlines;
- Ability to research and analyze data, situations, and to make recommendations; and
- Ability to interpret and communicate city policies and procedures, and ability to solve problems and be detail oriented.

Minimum Qualifications: Graduation from an accredited four/year college or university with major course work in public or business administration, recreation management, marketing, planning, or a closely related field; Three (3) to five (5) years of experience in recreation programming or facility management. Experience must have included budget preparation and fiscal management responsibility. Additional qualifying experience or completion of coursework at an accredited college or university in a job-related field, may substitute on a year-for-year basis for the required experience or education.

ESSENTIAL PHYSICAL SKILLS

- Acceptable eyesight (with or without correction)
- Acceptable hearing (with or without a hearing aid)
- Ability to communicate both orally and in writing
- Heavy (45 pounds and over) lifting and carrying
- Depth perception
- Distinguish colors
- Driving
- Climbing, Walking, Standing, Bending

SELECTION GUIDELINES: Formal application, rating of education and experience; oral interview and reference check; job related tests might be required. The job description does not constitute an employment agreement with the employer, and requirements of the job may change. I acknowledge and concur with the above description of my job.

Employee Name Printed

Employee Signature

Date