

**CITY OF SALEM, MISSOURI  
JOB DESCRIPTION**

Job Title: Parks and Recreation Director  
Department: Parks and Recreation  
Reports to: City Administrator

FLSA Status: Exempt

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**SUMMARY**

Responsible for department budgeting, staffing, supervision of employees, public relations and policy making under direction of the Park Board and City Administrator.

**RESPONSIBILITIES**

1. Develop public relations activities that inform and persuade citizens of the value and need for the Parks program.

Performance is acceptable when:

- a. A consistent public relations program is planned and in place.
- b. Timely and accurate responses to requests and/or questions from citizens, members of the Park Board and other city agencies are provided.
- c. Personnel are assigned to participate in the public relations activities as needed.
- d. Citizens receive the appropriate responses in a friendly and timely manner.

2. Prepare Park Board meeting agenda and provide members with required information, recommendations and budgets. Ensure that the policies of the Board are implemented.

Performance is acceptable when:

- a. The Park Board has the data to conduct business and the agenda represents the priorities for each meeting.
- b. Policies of the Board are reflected in the actions and activities of the department.

3. Provide direction and supervision for staff and identify daily routine and tasks for them. Ensure staff deadlines are met as assigned.

Performance is acceptable when:

- a. Staff has clear understanding of required tasks and performs within guidelines and time requirements.
- b. Staff members receive the support required to accomplish the tasks assigned.

4. Plan and implement capital improvements including preparation of budgets, plans design and follow through to ensure goals of Park Board are met.

Performance is acceptable when:

- a. Capital goals of Park Board are well known and plans are developed to implement them.
- b. Capital budgets are developed within the resources available including identification of priority projects.
- c. Realistic designs are developed for all projects and projects are completed on time.

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5. Formulate and interpret policy for the department including recommendation of risk management practices and procedures, evaluation of implementation of operational practices and regulations.

Performance is acceptable when:

- a. Policies are in place to provide operational guidelines.
- b. Policies provide clear and concise direction to department personnel.
- c. Policies are codified for ease of use and location.
- d. Risk management practices are within acceptable tolerances.
- e. Policies, procedures and practices undergo constant meaningful evaluation and revision.

6. Plan, implement and assess recreational activities and special events.

Performance is acceptable when:

- a. The Parks department programs are evaluated as serving the citizen needs.
- b. Events are conducted with safety and order is maintained.
- c. Programs and activities are conducted within budgetary constraints.

7. Inspect facilities and observe programs; visit park sites and recreational program activities to observe and evaluate first-hand.

Performance is acceptable when:

- a. At least 50% of the on-going activities of the department are observed.
- b. A regular schedule of site visits is developed and implemented.

8. Develop and implement promotional marketing plan and strategies.

Performance is acceptable when:

- a. Marketing plan is in place and approved by the City Administrator and Parks Board.
- b. Plan is implemented to the benefit of the department and citizens receive the activities of the department well.

9. Develop maintenance standards and conduct monthly inspections. Plan, recommend and arrange for repairs on all parks facilities including identification of outside vendors and preparation of bid specifications.

Performance is acceptable when:

- a. Park facilities are maintained in good condition and are useable by the citizens of the City.
- b. Bid specifications for the repair of facilities are clear and vendors find them biddable.

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10. Supervise and direct department operation and prepare informational memos, conduct staff meetings and evaluate personnel.

Performance is acceptable when:

- a. Personnel are informed of department activities and responsibilities.
- b. Evaluations are conducted in a timely and fair manner.

The responsibilities described above represent the primary responsibilities of the job. Other responsibilities may be assigned by the supervisor as warranted by business needs. The incumbent is expected to do all assigned responsibilities.

**KNOWLEDGE/SKILLS/LICENSURE/CERTIFICATION**

Baccalaureate degree in physical education, recreation or related field knowledge of recreation, athletics and sports as well as of recreation program management required. Certification as a pool operator required. Valid state driver's license required. Leisure professional certificate preferred. Ability to use computer with appropriate software required. General knowledge of construction required. Knowledge of swimming pool operations required.

**EXPERIENCE:**

Two years parks and/or recreational experience required.

**TOOLS & EQUIPMENT**

Mowers, vehicles, cash registers, weed eaters, general parks maintenance equipment, and typical office equipment including personal computers.

**ROUTINE CONTACTS**

Department personnel, Mayor, Park Board members, City Administrator, other City personnel, general public.

**WORKING CONDITIONS**

Typical office environment as well as outdoors in all types of weather.

To perform this job successfully, an individual must be able to perform each duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.