



Name			
Position Title	Deputy Director – Recreation and La Crosse Center	Department	Parks, Recreation, Forestry, Buildings and Grounds
FLSA	Exempt	Reports To	Director of Parks and Recreation
Pay Grade	15	Unit	Non-Represented
FTE	1.0 FTE		

Purpose of Position

The position of Deputy Director of Recreation and La Crosse Center is responsible for the overall management of the La Crosse Center and recreation programs, providing leadership and direction to all departments, partner managers and staff. The facility managed is a municipally owned and operated convention center that hosts national, regional, and international conventions, trade shows, conferences, and sporting events. Under the direction of the Director of Parks and Recreation, the Deputy Director of Recreation and La Crosse Center is responsible for the overall operations, marketing, promotions, policy development, financial management, along with client and community relations. Work is of unusual difficulty requiring extensive initiative and independent judgement in a manner that achieves the creation of a positive economic impact for the community. Work is review through periodic conferences, reports, and results achieved.

Essential Duties & Responsibilities

The following duties are normal for this position. The duties and responsibilities are not to be construed as exclusive or all-inclusive. Other duties may be required and/or assigned.

- Directs the policy, development, programming, financial management, sales & marketing, and community relations for the department.
- Develop effective programs for the successful future of both the facility and recreation department.
- Develop policy recommendations for approval and implementation.
- Responsible for financial management, including budget development, overview of financial and accounting systems, projections, and controls and personnel management.
- Ensure proper communication between staff, partner managers, the City of La Crosse administration through verbal and written reports.
- Complete performance appraisals for direct reports and make salary recommendations.
- Work closely with La Crosse Visitors and Convention Bureau and hotel/motel association to attract city-wide events that stimulate the economy including negotiation and contracting.
- Overall management of all in-house service providers and venue partners to ensure convention center service standards are maintained, revenue and expense forecast are established and research industry trends to stay ahead of competition.
- Represent the City in a positive manner to the community, clients, and hospitality industry.

- Responsible for publicly promoting the facility through speaking engagements, media interviews, and other public appearances.
- Prepares reports and correspondences; assigns, develops, and evaluates staff; manages unit budget and work processes.
- Assists the Director in managing the operations and direction for the department within the context of strategic goals and objectives.
- Develops and oversees the implementation of long-range goals and strategies addressing the need for recreation facilities and plans for the establishment of the facilities and maintenance of community facilities.
- Assists the Director in administering and managing services contracts, use/management agreements, and other similar documents pertinent to the operation of community facilities.
- Reviews diverse department programs as needed to set and adjust priorities and policies. Establishes and monitors management controls for administration and fiscal procedures.
- Prepares and helps administer operational budgets. Forecasts department revenues and expenditures.
- Establish and maintain effective working relationships with staff, volunteers, City Council, Commissions and Committees, community organizations, individual citizens, contractors, and vendors.
- Maintains on-line recreation registration software. Troubleshoots software problems, and trains staff.
- Maintains confidentiality of proprietary information, and employee personnel and medical information.
- Supervises and trains recreation staff and volunteers, determines workloads, and schedules, and evaluates staff, volunteers, and contracted instructors. Responsible for making hiring and disciplinary decisions.
- Plans, schedules, supervises, and coordinates the operations of City recreation programs; assures activities are in compliance with all laws, policies, regulations, goals and safety standards, including Americans with Disabilities Act Amendment Act (ADAAA).
- Monitors program activities and expenditures; ensures activities are running smoothly; responds to questions and complaints.
- Prepares a variety of reports and other documents such as quarterly and annual reports ensuring budget compliance, operating, activity and statistical reports, financial reports on recreation programs, special events and cost recovery analysis, promotional materials, and agenda items; presents materials to interested groups.
- Prepares, reviews, and implements Request for Proposals.
- Maintain and design the layout of the online recreation registration software for recreation programs, parks, and other City-owned recreational facilities. Troubleshoots software problems. Trains staff on the online recreation registration software. Serves as City contact for software company.
- Prepare, coordinate, and disseminate community event and recreation publicity, including monthly e-newsletters, through various media sources and social media.
- Makes payments and entries to the city automated accounting system for department accounts receivable and payable.
- Prepares a recommended preliminary operating budget specific to Recreation and Community Events, including recommended program fees and expenditures. Administers the final approved budget; participates

in special projects including capital improvement planning and the development of new community recreational programs.

- Provides input for the department operating budget, capital projects budget and the equipment budget.
- Performs related work as required.

Additional Duties & Responsibilities

While the following tasks are necessary for the work of the department, they are not an essential part of the purpose of this position and may also be performed by other department staff.

- Prepares council legislation related to the department.
- May prepare Request for Proposals (RFP).
- Attends training as assigned.
- Drafts legal documents such as contracts and leases.
- Performs any and all related functions as assigned.

Minimum Training & Experience Requirements

- Bachelor's degree in Recreation and Parks Administration, Recreation and Resources Development, Public Administration, or related field; with five (5) years progressively responsible upper management level experience in public parks, recreation programs, or related field; or any combination of education and experience that provides equivalent knowledge, skills, and abilities.
- Knowledge of principles, practices and methods of park and recreation administration including business plan development.
- Must obtain a Certified Park and Recreation Professional (CPRP) certification within two years of hire.
- Valid motor vehicle operator's license required.
- First Aid and CPR certification required.
- Demonstrated computer aptitude with Microsoft suite applications.

Physical & Mental Requirements

Language Ability and Interpersonal Communication

- Ability to analyze and categorize data and information in order to determine the relationship of the data with reference to established criteria/standards. Ability to compare, count, differentiate, measure, assemble, copy, and record and transcribe data and information. Ability to classify, compute and tabulate data. Ability to effectively research and interpret related topics.
- Ability to manage and direct a group of workers, including the ability to provide counseling and mediation. Ability to persuade, convince and train others. Ability to advise and interpret regarding the application of policies, procedures, and standards to specific situations.
- Ability to utilize a wide variety of advisory data and information such as budget reports, time sheets, job applications, performance evaluations, safety and personnel policies, payroll records, registration lists, brochures, newspaper copy, event schedules, staff reports, program recommendations, billing statements, receipts, financial

reports, grant applications, city maps, State and Federal environmental regulations, fee schedules, facility use requests, tax reports, computer software operating manuals, equipment manuals, rule books, plan specifications, blue prints, land plats, recreation books/manuals, program forms, procedures, guidelines and non-routine correspondence.

- Ability to communicate orally and in writing with program participants, parents, school personnel, business organizations, State and Federal organizations, recreation organizations, sports clubs, volunteers, various city departments, professional associations, engineers, architects, construction representatives, Park and Recreation staff, news media representatives, council members, and the public.
- Ability to conduct presentations to the public, common council or other various audiences.

Mathematical Ability

- Ability to add and subtract, multiply, and divide, and calculate percentages, fractions, and decimals. Ability to interpret basic descriptive statistical reports. Ability to use the principles of basic algebra, geometry, and accounting.

Judgement and Situational Reasoning Ability

- Ability to use functional reasoning in performing influence functions such as supervising, managing, leading and instructing.
- Ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against sensory and/or judgmental criteria, as opposed to criteria which are clearly measurable.
- Ability to maintain professionalism, integrity, and credibility in confrontational situations.

Physical Ability

- Ability to operate, maneuver and/or steer equipment and machinery requiring simple but continuous adjustments, such as motor vehicle, common hand tools, computer terminal, sound reinforcement equipment, telephone, and photocopier.
- Ability to coordinate eyes, hands, feet, and limbs in performing movements requiring moderate skill, such as cutting and typing.
- Ability to exert occasional moderate physical effort, typically involving some combination of climbing and balancing, stooping, kneeling, crouching, crawling, lifting, carrying, pushing, and pulling.
- Ability to recognize and identify similarities or differences between characteristics of colors, shapes, sounds, tastes, odors, and textures associated with job-related objects, materials and tasks.

Environmental Adaptability

- Ability to work under generally safe and comfortable conditions where exposure to environmental factors such as irate individuals, intimidation, temperature variations or extremes, machinery and disease may cause discomfort and poses a limited risk of injury.

The City of La Crosse 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.