



Livermore Area  
Recreation & Park District  
*An independent special district*

**LIVERMORE AREA RECREATION AND PARK DISTRICT  
JOB DESCRIPTION  
MARKETING AND OPERATIONS SUPERVISOR**

---

DIVISION: Recreation  
REPORTS TO: Division Manager  
DATE ADOPTED: September 27, 2011

CLASSIFICATION CODE: 5236  
FLSA STATUS: Exempt

---

**POSITION SUMMARY:**

Under general and/or specific direction, the Marketing and Operations Supervisor performs technical and professional work at a supervisory level directing and coordinating a combination of Recreation Division areas of responsibility. This position supervises the planning, organizing, and scheduling of District facilities, supervises the activities of personnel and their use and maintenance of facilities; promotes the District through marketing; and assists the public in the use of District facilities. Work also includes performing duties in the area of budgeting, purchasing, contract administration, emergency services management, report writing, training, and community relations. The supervisor may act for the Division Manager in the latter's absence.

**DISTINGUISHING CHARACTERISTICS:**

The Marketing and Operations Supervisor is distinguished from the next lower position in that the Supervisor has full first-line supervisory responsibility over all assigned personnel including performance evaluation and progressive disciplinary procedure, if required, and is responsible for developing, submitting, implementing and monitoring budget data. The Marketing and Operations Supervisor is distinguished from the next higher level in that the latter is responsible for the administration of an entire division and works as part of the District's management team. The incumbent's duties include planning, developing and implementing outreach programs and public information services for the District.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. Adheres to District safety standards, demonstrates safe working practices and behaviors and requires all subordinate staff to do the same.
2. Supervises the scheduling of custodial maintenance, providing for facility set-ups, and supervises facility uses including outdoor recreation facilities.
3. Supervises public information efforts, activities, and operations.
4. Oversees design, content and distribution of the District's marketing and promotional materials, both print and electronic.
5. Acts as liaison to area art groups.
6. Responsible for the administration of contracts, such as café and website.
7. Represents the District as liaison to area emergency and disaster planning groups for shelter management planning.
8. Serves as a liaison and resource for community agencies and other organizations and performs marketing and community outreach to promote District services.
9. Manages multiple priorities in a fast paced and occasionally stressful environment while under the pressure of concurrent deadlines.
10. Identifies, assigns and monitors resource needs in areas of responsibility. Develops and monitors daily, weekly, and seasonal work schedules.
11. Supervises the work of full-time and part-time staff. This includes assigning and directing work, coaching and motivating employees, establishing performance expectations, evaluating performance, providing recognition, implementing progressive improvement and, when necessary, disciplinary

12. Receives and reviews time sheets, invoices, reports, and data submitted by staff.
13. Researches, prepares, implements and monitors budgets for areas supervised.
14. Confers regularly with other supervisors and superiors to harmonize the District's total services, as well as with representatives of other agencies in the community regarding joint cooperation and coordination efforts.
15. Provides effective leadership and supervision to assigned staff and models positive and effective leadership to others.
16. Prepares and generates information for grant applications.
17. Develops increased District business through marketing activities and contract development.
18. At all times, demonstrates cooperative behavior with colleagues, supervisors, elected officials, and the public.
19. Performs other duties and work as assigned.

### **WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee would encounter while performing the duties and responsibilities of the position. The functions of this position are performed in work conditions found in an indoor recreation or office environment, as well as outdoor recreation and park environments. Incumbents in this position are frequently required to make field visits to monitor facilities and activities, and attend functions at various types of outdoor recreation and park sites, including heat and sun, cold and rain. The position requires incumbents to work a flexible schedule depending on facility and program needs, including working irregular hours during the day and evening, weekends and holidays, and altering the work schedule as facility and program needs change. Incumbents may be required to be available for emergency call-outs during off time. Periodic travel may be required. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodation.

### **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties and responsibilities of this classification. This position requires prolonged sitting; standing and walking on level and/or uneven and/or slippery surfaces; reaching, twisting, turning, kneeling, bending, stooping and squatting in the performance of daily duties. The position also requires grasping, repetitive hand movement and manual dexterity adequate to perform fine motor coordination needed to write, type and operate a computer keyboard and other machines and equipment. Near vision is required when reading or preparing written reports, plans, and other documents, and far vision, peripheral vision, depth perception, and the ability to adjust focus is required when working outdoors (observation, inspection, identification, etc.). The employee is regularly required to have: hearing and speech adequate to communicate in person, by telephone, amplified systems and/or radio. The incumbent must be able to drive a motor vehicle in order to visit work sites and attend meetings and may be required to operate other motorized equipment. The need to lift, carry and push tools, equipment and supplies weighing up to 25 pounds is also required and to have the stamina to conduct field work. Some of these requirements may be accommodated for otherwise qualified individuals, requiring and requesting such accommodation.

### **MINIMUM QUALIFICATION REQUIREMENTS:**

**Education:** Bachelor's degree from an accredited college or university with specialization in Recreation, Business Administration, Marketing, Hospitality Management, or a related field.

**Experience:** Two (2) years of full-time, or its equivalent in part time, increasingly responsible, related, paid experience.

OR

**Alternate:** A combination of education, experience, and training that would likely provide the knowledge, skills, and abilities required to perform the duties of the position.

**Knowledge of:**

- Principles of employee supervision, coaching, counseling, motivation, evaluation and disciplinary action;
- Superior customer service techniques;
- Advanced public relations principles and practices;
- Marketing principles and practices;
- Communication outlets, i.e. news media and other information methods;
- Community outreach strategies;
- Applicable desktop publishing and related computer applications;
- Recreation program utilization of facilities, with associated impacts and scheduling;
- Custodial maintenance practices;
- Statistics, correct English grammar, spelling, and punctuation.

**Ability to:**

- Maintain and promote a safe working environment;
- Direct, evaluate and report on the overall operations of the assigned work group;
- Make public appearances promoting District services;
- Supervise, organize and review the work of subordinate staff;
- Evaluate, coach and counsel employees regarding performance, including positive feedback and recognition;
- Compile statistics identified in research and articulate findings effectively, both verbally and in writing, to staff and the public;
- Develop and implement strategic plans;
- Plan and conduct personnel training on activities, rules, regulations, policies, procedures, and practices;
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and make recommendations in support of goals;
- Learn, interpret, and apply District rules, regulations, policies, procedures and practices;
- Establish and maintain effective working relationships with supervisors, co-workers, outside agencies and the general public;
- Communicate effectively, both verbally and in writing;
- Identify and implement alternative solutions to achieve the best resolutions to disputes;
- Operate a personal computer using word processing and spreadsheet software.

**LICENSES AND OTHER CONDITIONS OF EMPLOYMENT:**

A California Driver's License and a satisfactory driving record as determined by the District are conditions of initial and continued employment.