

HEMPFIELD

— TOWNSHIP —

DEPUTY DIRECTOR OF COMMUNITY ENGAGEMENT

DEPARTMENT: Parks and Recreation

REPORTS TO: Director of Parks and Recreation

SUPERVISES: Program, Special Events and Sports Assistants, Summer Day Camp Counselors and Staff, Parks Intern

CLASSIFICATION: FT Non-Contract/Non-Union

SUMMARY: The DEPUTY DIRECTOR OF COMMUNITY ENGAGEMENT oversees and leads departmental marketing efforts, recreation programs, Summer Day Camps, events, and related services. The individual in this position reports to the Director of Parks and Recreation and serves as part of the department's senior leadership team. The Deputy Director for Community Engagement is responsible for the overall vision and direction of the programs and events delivery systems. This includes overseeing and evaluating recreation programs and services and facility operations. This person also identifies community needs for recreation services and ensures alignment of programs with community needs and changing demographics, including diversity, equity, and inclusion. The position also involves the leadership of recreation staff. The Deputy Director for Community Engagement is responsible for developing and implementing strategic marketing efforts, community outreach, and other activities within the fields of marketing and communications to create awareness of agency services and build community participation in agency offerings. The Deputy works closely with other staff to develop marketing goals and provides marketing support for individual programs, events, facilities, and other related services.

ESSENTIAL DUTIES & RESPONSIBILITIES:

The DEPUTY DIRECTOR OF COMMUNITY ENGAGEMENT position duties will include, but not be limited to, the following:

1. Provides leadership and direction to support staff through the establishment of direction, feedback, coaching, and employee development
2. Establishes divisional work plans and monitors progress toward goals and objectives in line with department mission, vision, and strategic plan
3. Provides oversight of the financial management of the division, including developing and managing budgets, establishing pricing for services, revenue and expense projections, cost analysis, and identifying ways to maximize resources
4. Develop cost recovery goals and establish pricing methodologies and processes for programs.
5. Plans, directs, and coordinates marketing efforts.
6. Establishes effective relationships with various sectors of the community, including community groups
7. Research current recreation trends to develop activities that are driven by market needs
8. Works with the Director to evaluate and develop the department's marketing strategy and marketing plan, internal and external communication guidelines, and processes
9. Develops promotional/advertising plans for programs and events
10. Oversees website development, social media marketing strategy, and content marketing
11. Evaluate marketing efforts to determine the effective and efficient return on investment of marketing dollars.

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12. Oversees branding efforts; builds brand awareness, including positioning of services
13. Recruits, hires, and trains Summer Day Camp Staff
14. Develop programming for the Summer Day Camp Program with the Summer Day Camp Leadership Team.
15. Responsible for the overall leadership and management of recreation programs, events, and services; identifies community need for programs and analyzes offerings to ensure the programs match the need, which includes analyzing possible underserved communities and identifying ways to strengthen/alter offerings
16. Directs and/or assists in the development of studies to ascertain park and recreation needs and evaluates the adequacy and effectiveness of current programs
17. Oversees the customer satisfaction measurement process for programs and services, reviews results, and leads change for improvements
18. Establishes quality control methods to ensure programs and services meet or exceed customer requirements and expectations through the use of standards, audits, visits, employee feedback, and customer evaluations
19. Creates public engagement campaigns and processes
20. Works with Township staff to identify ways to connect and engage with the community on an ongoing basis
21. Recruits and orients volunteers
22. Participate in committee work for the department and/or Township as deemed appropriate by the Director of Parks and Recreation and/or Township Manager.
23. Provide other services and perform other tasks as requested or assigned by the Director of Parks and Recreation and/or Township Manager.

EDUCATION & EXPERIENCE:

1. A minimum of a bachelor's degree in parks and recreation, public administration or a related field
2. Requires at least eight (8) years of progressive experience in related field.
3. Certified Park and Recreation Professional (CPRP) or Certified Park and Recreation Executive (CPRE) certification is preferred.
4. Consideration may be given to any equivalent combination of education, management, and/or field experience.

NECESSARY KNOWLEDGE, SKILLS, & ABILITIES:

The individual must possess the following skills and abilities or be able to demonstrate that they can perform the essential function of the job, with or without reasonable accommodations, using some other combination of skills and abilities.

1. Ability to maintain a good working relationship with the general public and Township officials.
2. Ability to express ideas clearly and concisely both orally and in writing.
3. Must possess a valid Pennsylvania driver's license and the ability to travel.
4. Knowledge of department/district inventory of services, identifying how services meet the needs of the community and positioning recreation services for the future
5. Knowledge of recreation program delivery processes, facility management and customer service systems • Knowledge of customer satisfaction measurement systems
6. Skills related to creating strategic direction and work plans for business units
7. Ability to understand the development, monitoring and analysis of financial reports, including revenue and expense projections, pricing of services and interpretation of financial results
8. Demonstrated leadership experience, including feedback and coaching
9. Skill in teaching and providing feedback to staff
10. Skill in creating team-based approaches to work and development of an organization's department/division
11. Ability to read, analyze and interpret technical reports and legal documents

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12. Ability to forge effective relationships with community organizations, businesses, partners and individual community members
13. Ability to interpret and analyze data and use data for effective decision making
14. Skills in communicating with the public, elected officials and staff
15. Skills in developing marketing strategies for programs, facilities and services
16. Understanding of contracts/agreements with various organizations
17. Must obtain all Pennsylvania Act 153 Child Abuse Clearances and CPR and First Aid Certifications.
18. Ability to handle multiple tasks at one time, and devise solutions to immediate problems without much time for consideration.
19. Ability to work a varied schedule, including weekends and weekdays nights as required
20. Skills in operating a personal computer with a general understanding of word processing, spreadsheet preparation, database development, file maintenance, and the ability to learn other computer applications.
21. Understanding of the English Language.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Work is performed both inside and outside the normal office setting. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.

While performing the duties of this job, the employee is frequently required to walk, sit, talk, and hear. The employee is occasionally required to use hands to finger, handle, feel or operate objects, tools, or controls and reach with hands and arms. The employee is occasionally required to climb, balance, stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, color vision, and the ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee might have to work in outside weather conditions, and will be exposed to wet and/or humid conditions, frigid or hot temperatures, airborne particles, and extremely noisy environments.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.