

**City of New Ellenton**  
**Parks, Recreation & Tourism Director**

**Job Title:** Parks, Recreation & Tourism Director  
**Department:** Parks, Recreation & Tourism Department  
**Reports To:** Administrator  
**FLSA Status:** Exempt  
**Prepared By:** HR  
**Prepared Date:** May 2025  
**Approved By:** Administration  
**Approved Date:** June 2025

**Summary Part-time Position** Plans, promotes, organizes, and administers public recreation services and maintenance of city parks for entire community, under policies established by The City of New Ellenton by performing the following duties personally or through other departments.

**Essential Duties and Responsibilities** include the following. Other duties may be assigned.

Develops and directs the implementation of goals, objectives, policies, procedures and work standards for the department.

Plans and manages a comprehensive citywide recreation program including athletic leagues, instructional programs, day camps, and special events.

Responsible for developing short and long range planning for a comprehensive citywide recreation program; proposed long range capital improvement and development of facilities, equipment and programs.

Provides for risk management practices; ensures all safety rules, regulations and procedures are followed; makes sure that volunteers are trained in safety procedures.

Coordinates tournaments, recreation programs, facilities, and activities for schools, clubs and other area associations.

Performs public relation duties; responds to complaints; prepares news releases, information and marketing bulletins or other publicity on recreation activities.

Coordinates facilities and programs with other agencies and organizations; serves as a liaison to sports clubs.

Development and coordination of city-wide marketing campaigns approved by Administration and/or council.

Plans and oversees city sponsored events (parade, 4<sup>th</sup> of July, etc.), festivals, recreational programs, and serves as liaison to non-city sponsored events and festivals.

Coordinates with administration on the utilization of Hospitality and Accommodations tax funds.

Maintain collateral material to give to visitors. Serves as point of contact for visitors, tourists, new and future residents.

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Develops and maintains a healthy working relationship with elected officials, city staff, festival planners, facility managers, tourism stakeholders, key community leaders, industry representatives, and others.

Coordinate day-to-day operations of the Farmer's Market.

Establish and maintain lines of communication with farmers, local growers, and other vendors.

Strategize to increase the market's customer base and business activity.

Ensure proper safe food handling/ display procedures are followed and maintain a clean & safe market environment.

Continually evaluate the market's strengths and weaknesses.

Directs the maintenance of accurate records and files.

**Supervisory Responsibilities**

No staff in this department at the current time.

**Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical - Synthesizes complex or diverse information; Uses intuition and experience to complement data; Designs work flows and procedures.

Design - Generates creative solutions; Demonstrates attention to detail.

Problem Solving - Identifies and resolves problems in a timely manner; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal Skills - Listens to others without interrupting; Remains open to others' ideas

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and tries new things.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Written Communication - Writes clearly and informatively; Varies writing style to meet needs; Able to read and interpret written information.

Teamwork - Balances team and individual responsibilities; Gives and welcomes feedback; Contributes to building a positive team spirit; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Visionary Leadership - Displays passion and optimism; Inspires respect and trust; Mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.

Change Management - Develops workable implementation plans; Communicates changes effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.

Delegation - Delegates work assignments; Matches the responsibility to the person; Sets expectations and monitors delegated activities; Provides recognition for results.

Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Gives appropriate recognition to others.

Managing People - Solicits and applies customer feedback (internal and external).

Quality Management - Demonstrates accuracy and thoroughness.

Business Acumen

Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Conserves organizational resources.

Diversity - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Promotes a harassment-free environment.

Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Judgement - Displays willingness to make decisions; Supports and explains reasoning for

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decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation - Demonstrates persistence and overcomes obstacles.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Quality - Looks for ways to improve and promote quality; Applies feedback to improve performance.

Safety and Security - Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.

Adaptability - Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

Initiative - Undertakes self-development activities; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work.

**Qualifications** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education and/or Experience**

Possession of a Bachelor's degree in Parks and Recreation Administration or closely related field and at least one year of professional experience in parks and recreation management; or any equivalent combination of education and experience which would provide the following knowledge, skills, and abilities: Thorough knowledge of sports, crafts, games and group recreation activities, and participant needs and interests. Thorough knowledge of the principles and objectives of parks and recreation administration, including capital improvement programming. Thorough

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knowledge of marketing principles and practices.

**Language Skills**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**Mathematical Skills**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**Reasoning Ability**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Computer Skills**

To perform this job successfully, an individual should have knowledge of Contact Management systems; Design software; Internet software; Project Management software; Spreadsheet software and Word Processing software.

**Certificates, Licenses, Registrations**

Valid Driver's License

Other Certificates and registrations related to field, a plus.

**Other Qualifications**

Must be willing to work extra hours, nights and weekends to ensure that programs and activities are accomplished.

**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.

While performing the duties of this Job, the employee is regularly required to talk or hear for communication. The employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms and taste or smell. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. May require strength and dexterity to lead specific sports or recreation programs and frequently lift and/or move up to 50 pounds. Work with exposure to animals, insects and/or noxious plants is possible. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust

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focus.

**Work Environment** The work environment characteristics described here are representative of those an 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 is frequently exposed to outside weather conditions. The employee is occasionally exposed to wet and/or humid conditions; moving mechanical parts and fumes or airborne particles. The noise level in the work environment is usually moderate.

**Background Investigation and Employment Drug Testing** Employment is contingent upon background investigation as well as the results of a pre-employment drug examination. All employees are subject to random testing for drugs and alcohol.

**DISCLAIMER: THIS JOB DESCRIPTION IS NOT AN EMPLOYMENT AGREEMENT OR CONTRACT. MANAGEMENT HAS THE EXCLUSIVE RIGHT TO ALTER THIS JOB DESCRIPTION AT ANYTIME WITHOUT NOTICE.**