

# **City of Jonesboro**

## **Assistant to Park's Director**

### **Job Description**

**Exempt:** No  
**Department:** Parks & Recreation  
**Reports To:** Director of Parks & Recreation  
**Location:** Dan Avenue  
**Date Prepared:** July 08, 2010  
**Date Revised:** July 19, 2010

#### **GENERAL DESCRIPTION OF POSITION**

To secure revenue streams for the parks department such as tournaments, special events, sponsorships, etc. This position will also be responsible for promotion of the department and all of its programs.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Secure revenue streams for the department through selling of sponsorships, soliciting donations, hosting special events, and other revenue generating opportunities. This duty is performed daily.
2. Performs public relations activities for the department, prepares media releases, creation of television commercials and public service announcements for local radio and television stations. This duty is performed daily.
3. Directs the planning and implementation of a comprehensive program of department programs and services. This duty is performed monthly.
4. Evaluates the effectiveness of department programs and activities; develops new programs and activities. This duty is performed annually.
5. Identifies available grants programs to assist in the funding of programs and activities. This duty is performed irregularly.
6. Creates park related forms such as registration form. This duty is performed irregularly.
7. Prepares budgets, financial statements, and profit/loss statements for all programs under the current budget. This duty is performed weekly.
8. Liaison between outside sports organizations and the Director of Parks. This duty is performed irregularly.
9. Perform any other related duties as required or assigned.

#### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

#### **EDUCATION AND EXPERIENCE**

Broad knowledge of such fields as advanced accounting, marketing, business administration, finance, etc. Equivalent to four years of college, plus 12 to 18 months related experience and/or training, and 12 to 18 months related management experience, or equivalent combination of education and experience.

#### **RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT**

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None.

## **SUPERVISORY RESPONSIBILITIES**

None.

## **COMMUNICATION SKILLS**

Ability to write speeches and articles for publication that conform to prescribed style and format; Ability to effectively present information to top management, public groups, and/or boards of directors.

## **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts such as fractions, ratios, and proportions to practical situations.

## **CRITICAL THINKING SKILLS**

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

## **SUPERVISION RECEIVED**

Under direction where a definite objective is set up and the employee plans and arranges own work, referring only unusual cases to supervisor.

## **PLANNING**

Limited responsibility with regard to general assignments in planning time, method, manner, and/or sequence of performance of own work operations.

## **DECISION MAKING**

Performs work operations which permit frequent opportunity for decision-making of minor importance and also frequent opportunity for decision-making of major importance, either of which would affect the work operations of small organizational component and the organization's clientele.

## **MENTAL DEMAND**

Very close mental demand. Operations requiring very close and continuous attention for control of operations which require a high degree of coordination or immediate response. Operations requiring intermittent direct thinking to determine or select the most applicable way of handling situations regarding the organization's administration and operations; also to determine or select material and equipment where highly variable sequences are involved.

## **ANALYTICAL ABILITY / PROBLEM SOLVING**

Directed. Supervisory and/or professional skills using structured practices or policies and directed as to execution and review. Interpolation of learned things in moderately varied situations where reasoning and decision-making are essential.

## **USE OF MACHINES, EQUIPMENT AND/OR COMPUTERS**

Regular use of complex machines and equipment (desktop/laptop computer and software, road and production machines and equipment, etc.)

## **ACCURACY**

Probable errors would not likely be detected until they reached another department, office or patron, and would then require considerable time and effort to correct the situation. Frequently, possibility of error that would affect the organization's prestige and relationship with the public to a limited extent, but where succeeding operations or supervision would normally preclude the possibility of a serious situation arising as a result of the error or decision.

## **PUBLIC CONTACT**

Regular contacts with patrons where the contacts are initiated by the employee. Involves both furnishing and obtaining information and, also, attempting to influence the decisions of those persons contacted. Contacts of considerable importance and of such nature, that failure to exercise proper judgment may result in important tangible or intangible losses to the organization.

## **EMPLOYEE CONTACT**

Contacts with other departments or offices and also frequently with individuals in middle level positions; consulting on problems which necessitate judgment and tact in presentation to obtain cooperation or approval of action to be taken. Also, important contacts with associates as required in advanced supervisory jobs, plus frequent contact with senior level internal officials.

## **REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS**

Not indicated.

## **PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS**

Not indicated.

## **SOFTWARE SKILLS REQUIRED**

Advanced: Presentation/PowerPoint

Intermediate: Accounting, Alphanumeric Data Entry, Contact Management, Database, Human Resources Systems, Payroll Systems, Spreadsheet, Word Processing/Typing

## **ADDITIONAL INFORMATION**

Not indicated.

## **PHYSICAL ACTIVITIES**

The following physical activities 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 and expectations.

While performing the functions of this job, the employee is regularly required to stand, walk, sit, reach with hands and arms, talk or hear; and occasionally required to use hands to finger, handle, or feel, climb or balance, stoop, kneel, crouch, or crawl, taste or smell. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision; distance vision; color vision; peripheral vision; depth perception; and ability to adjust focus.

## **ENVIRONMENTAL CONDITIONS**

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

While performing the functions of this job, the employee is occasionally exposed to work near moving mechanical parts, work in high, precarious places, fumes or airborne particles, outdoor weather conditions. The noise level in the work environment is usually moderate.