



CITY OF DUBUQUE
invites applications for the position of:

Parks and Recreation Business Development Manager

An Equal Opportunity Employer

SALARY: \$60,070.40 - \$78,561.60 Annually

OPENING DATE: 02/14/23

CLOSING DATE: Continuous

POSITION SUMMARY:

GENERAL SUMMARY: Plan, direct, and coordinate business operation aspects of revenue based parks and recreation facilities; determine the demand for services offered; identify potential sponsors, customers, and funding opportunities; develop pricing strategies with the goal of maximizing revenues while ensuring sponsors, stakeholders and customers are satisfied; monitor trends that indicate the need for new services; perform professional management work involving implementing, planning, directing, and marketing revenue facility operations; and perform other duties as assigned. This valuable team member will be an integral part of supporting efforts to become a high-performance organization – data-driven and outcome-focused - with the ultimate goal of creating an equitable community of choice, through planning, partnerships, and people.

DISTINGUISHING FEATURES OF THE CLASS: Work in this class involves business development and improvement of facilities, programs, and operations to increase revenue; directing and coordination of certain park and recreational destination facilities; requires the exercise of independent judgment and is performed with considerable independence. The employee in this position reports to the Recreation Division Manager and work is reviewed through reports, conferences, and results achieved.

JOB DUTIES:

- Coordinate operations, events, and programs for the Port of Dubuque Marina, Miller Riverview Campground, Eagle Point Park Tollbooth, and concessions, in addition to others.
- Innovate, evaluate, and analyze methods, equipment and performance effectiveness and efficiencies for improvements and analysis of services.
- Develop and implement promotional marketing, sales, plans, and strategies to achieve objectives.
- Develop and maintain gift, memorial and sponsorship programs and in-kind donations.
- Establish and maintain safety and training programs at facilities managed.
- Recruit, hire, train, develop, evaluate, and supervise temporary employees.
- Direct sales, marketing, and customer service activities. Develop and implement a strong customer service program and training program focused on improvement of customer satisfaction.
- Determine pricing, monetary, and internal control policies. Plan, analyze and recommend changes to fee structures based on current market value and self-supporting goals. Develop benchmarks, establish, and monitor key performance measures.
- Develop and oversee annual budgets, payroll, and monthly reports. Compile and maintain operational data and records and prepare reports. Monitor external affairs and events affecting business operations.
- Prepare and administer bid processes.
- Develop and update policy manuals and standard operating procedures.
- Conduct opinion surveys, needs assessments, and community engagement activities.
- Recommend departmental process and policy changes.
- Consult with and provide assistance to department staff who manage facilities to increase use and/or attendance.
- Develop marketing plans and strategies for each line of business.
- Establish and maintain contacts with diverse populations including business representatives, community agencies, and the public.
- Represent Leisure Services facilities within the community.
- Develop, establish, and/or maintain equitable practices and service delivery.

KNOWLEDGE, SKILLS AND ABILITIES:

This position requires a broad skill set centered around business development and improvement such as:

- **Sales and Marketing?**- Knowledge of principles and methods for promotions and sales including marketing strategy and tactics, sales and marketing's techniques practices and

- methods. Ability to effectively market facilities and programs through various mediums including social media.
- **Facility Operations** – Knowledge of the principals, practices, and techniques of facility operations. Considerable knowledge of accident and loss prevention practices.
 - **Administration and Management?**- Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources. Knowledge of successful fundraising techniques.
 - **Customer Service?**- Knowledge of principles and processes for providing customer services including customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction. Ability to establish and maintain effective working relationships with employees, participants, related agencies, user groups, community groups and the public. Understand and address people's reactions. Ability to communicate department policies and procedures to public and private groups, agencies, and the public. Listening to others, not interrupting, and asking good questions.
 - **Communications, Media, Social Media?**- Knowledge of media, communication, and dissemination techniques and methods including alternative ways to inform via written, oral, and visual media.
 - **Data Collection & Analysis & Clerical** - Strong organizational and record-keeping abilities. High-level ability to work with computers and tech, software programs, and maintain and prepare reports. Working knowledge of software including Office 365 and ability to learn a variety of business operations software.
 - **Critical Thinking, Judgment, Decision Making, Complex Problem Solving, and Negotiation** - Thinking about the pros and cons of different ways or options to solve a problem and picking the best one. Noticing a problem and figuring out the best way to bring people together to solve the problem and any differences. Ability to use resourcefulness and tact in solving problems.
 - **Time Management?**- Managing your time and the time of other people. Ability to manage work on multiple priorities simultaneously, ability to organize and schedule work to meet deadlines.
 - **Operations Analysis?**- Figuring out product or service needs. Ability to plan and organize work for the accomplishment of objectives. Measuring how well a system is working and how to improve it. Ability to plan beyond the status quo. Willing to take calculated risks and learn from the outcomes. Analyze data to inform operational decisions and activities; market research data; and forecasting data to improve business decisions.
 - **Management of Personnel Resources?**- Selecting and managing the best workers for a job. Ability to plan, assign, supervise, coordinate, and evaluate the work of employees. Keeping track of how well people and/or groups are doing in order to make improvements. Bringing people together to solve differences.
 - **Oral and Written Expression?**- Ability to communicate clearly and effectively both orally and in writing to others. Ability to maintain records and prepare reports.
 - **Diversity, Equity, and Inclusion** - Knowledge of diversity, equity, and inclusion. Skilled at working with culturally diverse populations. Attentive to the needs of traditionally marginalized communities.

SUPERVISORY STATUS: Administrative

QUALIFICATIONS:

MINIMUM QUALIFICATIONS:

- Associate's degree from an accredited college in facility management, business, marketing or related field; or
- Full time work experience of 5 years or more in business, marketing, facility operations.
- Possess and maintain I-PACT (Iowa Program for Alcohol Compliance Training) within 2 weeks of start date and UST (Underground Storage Tank) Operator Certification and ServSafe Food Safety Certification within 6 months.
- Possess and maintain valid driver's license.

PREFERRED QUALIFICATIONS:

- Bachelor's degree from an accredited college or university in recreation or facility management, business, marketing or related field.
- Work experience in parks and recreation facilities management.
- Experience with a diverse workforce.
- Possession of the necessary qualifications to become a Certified Park and Recreation Professional with the National Recreation and Parks Association or related job certification.

PHYSICAL REQUIREMENTS:

- Frequently required to sit, stand, stoop, bend, walk, run, kneel, crouch, crawl.
- Occasionally lift and/or move up to 25 pounds.
- Noise level in the work area is typically moderate.

WORK ENVIRONMENT: Duties require working irregular hours; and nights, weekends, and holidays as necessary to complete assigned duties and responsibilities. Work is performed in a variety of settings including offices, facilities, community meetings, and businesses in the community. Frequent independent travel throughout the city is required. May occasionally be exposed to wet and humid conditions or other outdoor weather conditions.

SUPPLEMENTAL INFORMATION:

FLSA STATUS: Exempt

RESIDENCY REQUIREMENT: Employees shall establish their principal place of residence within thirty (30) miles of the corporate limits of the city of Dubuque as soon as practicable after the appointment but within two years of appointment.

The City of Dubuque provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sex, pregnancy, sexual orientation, marital status, religion, age, disability, gender identity, or results of genetic testing.

APPLICATIONS MAY BE FILED ONLINE AT:
<https://www.cityofdubuque.org/439/Leisure-Services>

Job #1700-FT-02152023
PARKS AND RECREATION BUSINESS DEVELOPMENT
MANAGER
SP

OUR OFFICE IS LOCATED AT:
Ruby Sutton Bldg
1157 Central Ave
Dubuque, IA 52001

humanresources@cityofdubuque.org

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Parks and Recreation Business Development Manager Supplemental Questionnaire

- * 1. I have an associate's degree from an accredited college in facility management, business, marketing or related field; or full time work experience of 5 years or more in business, marketing, facility operations.
 Yes No

- * 2. I can possess and maintain I-PACT (Iowa Program for Alcohol Compliance Training) within 2 weeks of start date and UST (Underground Storage Tank) Operator Certification and ServSafe Food Safety Certification within 6 months.
 Yes No

- * 3. Briefly describe your experience in parks and recreation facilities management.

- * 4. Briefly describe your experience working with a diverse workforce.

- * 5. I have reviewed the work environment and physical requirements of this position and can meet those requirements with or without accommodation.

- * Required Question