



CITY OF
PRINCE GEORGE

ROLE DESCRIPTION

JOB TITLE: DIRECTOR, RECREATION & EVENTS

DEPARTMENT: RECREATION & EVENTS

GENERAL ACCOUNTABILITY:

The Director, Recreation & Events, is responsible for overseeing the operation of the City's recreational, entertainment and convention facilities, and provision of services to meet the community's recreational needs that enhance the quality of life for residents. The incumbent provides leadership in securing major events for the community, and in developing partnerships, sponsorships and alliances that support the City's ability to attract and successfully host events. The Director has further responsibility for overseeing the provision of custodial and maintenance services throughout City-owned buildings, and coordinating capital upgrades being performed in civic recreational facilities.

A major challenge of this position is ensuring that related facilities are functional and operating at maximum efficiency while simultaneously meeting user needs, City standards and legislative requirements. The Director plays a lead role in proactively developing and implementing strategies designed to increase revenue. Another critical aspect is the need to work effectively with a variety of partners, stakeholders and community groups to determine the best use of available resources and facilities, and assist them to connect with Council. The ability to balance departmental resource needs to deliver programs and services in a sustainable manner and within fiscal constraints is critical.

ORGANIZATIONAL STRUCTURE:

This position reports to the City Manager. Reporting directly to this position are: Manager, Aquatics; Senior Manager, PG Events Group (comprised of Entertainment, Event Services and Operations); and Manager, Facilities Maintenance.

NATURE AND SCOPE:

The Director participates as a member of the Senior Management Team and as such, is significantly involved in the strategic direction of the organization. This high profile position receives general and periodic direction from the City Manager but has considerable autonomy within the City's general policy guidelines.

The Director acts as a liaison between Council and staff, and ensures that Departmental activities are coordinated and aligned with Council's priorities. The incumbent provides leadership by achieving strategic, operating and fiscal goals and overseeing implementation of service requirements that best meet the organization's needs.

The Director provides leadership in the development of various strategies regarding the delivery and management of initiatives and programs that enhance the quality of life for residents, reflect community values, build community engagement, maximize use of the City's recreational and cultural

facilities and programs, and generate revenue. The incumbent acts as a resource to staff in balancing the needs of the community and various interest groups and market demands with cost-effective program development and facility operation. He/she negotiates and manages a variety of contracts with clients, service providers and vendors, and plays a vital role within the community by liaising with community interest groups and representing the Department on various committees.

The incumbent prepares and presents reports to Council on a broad range of departmental activities initiatives, and provides research and recommendations to Council concerning changes to policies pertaining to the activities of the Department.

The Director provides leadership to employees and provides direction on priorities. The incumbent appraises the performance of staff and, when required, initiates and implements progressive discipline procedures. He/she ensures that best human resource management practices are followed throughout the department and are implemented in a timely and consistent manner, and ensures the department adheres to WorkSafe BC regulations.

The incumbent must maintain a current knowledge of public administration in order to apply proactive, sustainable practices in the ongoing discharge of his/her responsibilities, and must be aware of political and social developments that affect the municipality.

RELATIONSHIPS:

Internal

The Director develops and maintains City Council's trust by advising on a wide variety of departmental matters in an objective manner, providing clear and concise reports with recommendations that are based on all relevant factors, handling sensitive information confidentially and discreetly, and acting in a manner that is consistent with Council's direction.

The Director provides for the effective and efficient operation of departmental services by selecting and developing capable staff and by fostering cooperative interdepartmental and union management relations.

External

The Director's position is high profile and maintains significant contact with City Council, the public, the media, professional counterparts, external agencies, other levels of government, community stakeholders and various interest groups.

QUALIFICATIONS:

Education and Experience

Significant senior level local government experience within the recreational and/or event management field, along with appropriate post-secondary education.

Personal Characteristics

Strategic Management – takes initiative, has vision, is creative and innovative, and facilitates change.

Political Awareness – operates within the organization’s formal and informal structures, builds allies and relationships across departments, uses allies to build consensus and create results, is appropriately diplomatic, understands others’ roles and perspectives, can sell projects and ideas across the organization.

Planning - develops realistic plans, sets goals, aligns plans with organizational goals, plans for and manages resources, creates contingency plans, coordinates and cooperates with others, and has the ability to manage complex, multi-faceted projects.

People Development - provides feedback and coaching, assumes mentoring role, challenges and develops employees, provides visibility and opportunity, recognizes and rewards good work and results.

Engagement – encourages citizen and employee participation.

Communication – has exceptional interpersonal, verbal and written communication, media relations, negotiation, and presentation skills.

Organizational Management – has well developed system-wide thinking, finance and human resources management skills.

Leadership – promotes cooperation and builds consensus, values differences, inspires and motivates others, and celebrates success.

Prepared by: Rae-Ann Emery
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