



RECRUITMENT PROFILE

DIRECTOR OF PARKS AND RECREATION CITY OF CHARLOTTESVILLE, VIRGINIA

This Recruitment Profile outlines factors of qualifications and experience identified as necessary and desirable for Candidates for the Director of Parks and Recreation position to possess and provides background information on the community and City of Charlottesville.

Importantly, this Profile will be used as a guide in the recruitment process, providing criteria by which applications will be screened and individuals selected for final interview and appointment consideration.

All inquiries relating to the recruitment and selection process for the Director of Parks and Recreation position are to be directed to the Michele Vineyard, Director of Human Resources at 434-970-3490, vineyardm@charlottesville.org.

COMMUNITY BACKGROUND



The City of Charlottesville is located in West Central Virginia, approximately 100 miles southwest of Washington, D.C. and 70 miles northwest of Richmond, Virginia. Situated within the upper Piedmont Plateau at the foothills of the Blue Ridge Mountains and at the headwaters of the Rivanna River, Charlottesville was established as a town in 1762 by the Virginia General Assembly and was incorporated as an independent city in 1888. As a result of eight annexations, the most recent of which was in 1968, the City is 10.4 square miles.

Charlottesville serves as the economic, cultural, and educational center of a multi-county region. In 1981, the United States Census Bureau recognized the Charlottesville area as a Standard Metropolitan Statistical Area (SMSA). The SMSA includes the City of Charlottesville and the counties of Albemarle, Fluvanna, Greene, and Nelson. In 2017, the population of the City was estimated to be approximately 49,000 and the Charlottesville SMSA population of over 200,000.

Charlottesville was the home of two U.S. Presidents, Thomas Jefferson and James Monroe. During their terms as Governor of Virginia, they lived in Charlottesville and traveled to and from Richmond. The University of Virginia, founded by Jefferson and one of the original Public Ivies, straddles the city's southwestern border. Monticello is three miles southeast of the city and is, along with the University of Virginia, a UNESCO World Heritage Site, attracting thousands of tourists every year.

The City has ample health care resources. The University of Virginia's Health Sciences Center provides world renowned medical research, health care, and training. Martha Jefferson Hospital has a well-regarded comprehensive women's health center, oncology center, and a strong community focus.

Whether you are looking for an outdoor adventure such as hiking, biking, paddling, and camping, or you prefer fine dining, shopping or the arts, the unique and picturesque experience of Charlottesville is sure to win you over. Its scenic beauty, brick-lined Downtown Mall, and wine choices from 30+ local orchards and vineyards in the region are bonuses to a charming yet innovative community. Popular annual events include the Dogwood Festival, First Night Virginia, the Virginia Film Festival, the Virginia Festival of the Book, the Tom Tom Founders Festival, the Festival of Cultures, the African-American Cultural Arts Festival, among many others that occur throughout the year. The City has received many notable awards and recognitions and is consistently at the top of everyone's "best lists" including the "Best Place to Live in America" and "Best Small Cities in the U.S."



CITY GOVERNMENT



The City of Charlottesville voters elect a five-member Council to serve at-large as the City's legislative and governing body. Members serve staggered four-year terms, and they select one Councilor to serve as Mayor and one as Vice-Mayor for two years. Municipal elections are held in November in odd-numbered years. The Mayor presides over meetings, calls special meetings, and serves as the ceremonial head of government.

The City Council appoints the City Manager, Director of Finance, City Assessor, Clerk of Council and members of major policy-making Boards and Commissions. Council makes policy in the areas of city planning and finances, human services, public safety and justice, public utilities, and transportation.

The City is a full-service city with approximately 994 full-time staff, and FY 2019-20 General Fund operating budget of \$188.8 million, and an FY 2019-20 Capital Improvement Plan budget of \$35.4 million. The FY 2019-20 budget reflects the continued delivery of high-quality

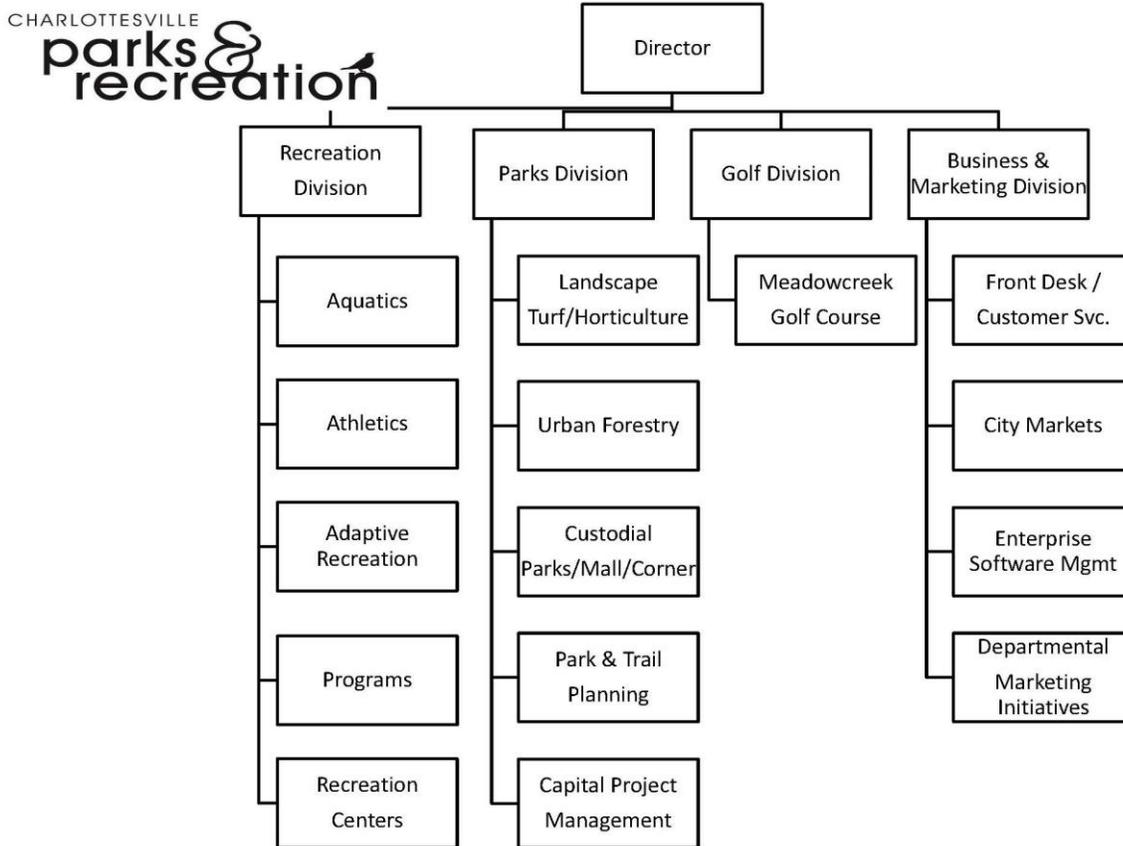
governmental service that citizens, businesses, and visitors rely upon daily within the constraints of the current economy. As an independent City, Charlottesville does not have the same boundaries as nor is subject to taxation by any county and is not liable for any county debt. The City is financially stable and has a AAA bond rating.

DEPARTMENT OF PARKS AND RECREATION

The Charlottesville Parks and Recreation mission is to enhance the quality of life for all through the stewardship of public land and parks and to provide quality recreational experiences. The Department currently operates with 61 full-time employees, in addition to part-time and seasonal employees, with a total FY 20 operating budget of \$12,525,760. The Parks and Recreation Department is responsible for the maintenance and management of city parks, recreation centers school grounds, major thoroughfares, the Downtown Pedestrian Mall, and right-of-ways.

- **Administration:** Responsible for the development, coordination, and oversight of the department's mission.
- **Athletics:** Program offerings include basketball, softball, volleyball, athletics camps and clinics for youth and adults.
- **Aquatics:** Funds operations and management of Smith Aquatic & Fitness Center, Onesty Family Aquatic Center, Washington Park Pool, four (4) spraygrounds at Tonsler, Belmont, Forest Hills, Greenleaf parks, aquatic programming and the City Swim Team.
- **Adaptive Recreation:** The Adaptive Recreation Program is for individuals, ages 8 and up, with physical and/or mental disabilities whose recreational needs cannot be met by regular programs. There are also special offerings for Senior Citizens from the arts to exercise classes. The City's Adaptive Recreation program serves the region and includes a subsidy from Albemarle County.
- **Recreation Centers:** Funds the operation and management of Carver Recreation Center, Key Recreation Center, Centers at Tonsler and Washington Park; the Skate Park and Housing Authority locations at South First Street and Westhaven. Also funds centers at affordable housing locations at Friendship Court and Greenstone on 5th. This also includes lease payments made to the Jefferson School Partnership for Carver Recreation Center.
- **Parks Maintenance:** Provides for the management and maintenance of City parks, the Downtown Mall, cemeteries, City school grounds, major thorough-fares, neighborhood rights-of-way, and entryways to neighborhoods. The City also shares operational costs with Albemarle County for the City/County owned Darden Towe Park.
- **Youth Programs:** Offers a variety of programs for youth including after school programs, arts and crafts, gymnastics, dance, martial arts, summer camps and outdoor adventure activities that involve the whole family.
- **City Markets:** The City Markets offers fresh produce, herbs, plants, grass fed meats, crafts, and baked goods from local vendors every Saturday from 7:00 a.m. until 1:00 p.m., April-October and every Saturday in November from 8:00 a.m. until 2:00 p.m., and special markets, such as Farmers in the Park and the Holiday Market. Funding includes lease payments on the lot where the Saturday City Market is currently held.
- **Meadowcreek Golf Course:** Funds the management, operations and maintenance of all services and maintenance at Meadowcreek Golf Course at Pen Park through an enterprise fund.

CURRENT ORGANIZATIONAL STRUCTURE FOR THE DEPARTMENT



DIRECTOR OF PARKS AND RECREATION

The Director of Parks and Recreation is appointed by the City Manager and serves as a senior member of the City Manager's leadership team. Under the direction of the City Manager, the Director of Parks and Recreation directs all activities, operations of the Department and is specifically responsible for developing programs, practices and facilities that are responsive to the needs of all segments of the community. The Director of Parks and Recreation will serve as a highly visible leader for the Department and is fully accountable to the City Manager, Mayor and City Council for the legal, efficient and effective management of day-to-day operations including all departmental functions, programs, budget, and activities.

CANDIDATE QUALIFICATION CRITERIA

The following factors of education, experience, management style, and personal traits have been identified as "ideal" attributes for Candidates to possess in order to function effectively in the Director of Parks and Recreation position.

Education and Experience

- Minimum of a Bachelor's Degree in Parks/Recreation, Public Administration, Program Management or related fields, a Master's Degree is preferred;
- Minimum of eight to ten years of senior executive management experience in either an urbanized setting or large suburban environment where high-quality parks and recreation services to diverse populations are common factors;
- Strong experience in developing social, recreational and special population program delivery systems is needed;
- Prior experience in managed competition, continuous quality improvement methods, enterprise fund development, and managing in constrained/restrictive budgetary settings.
- Service in communities comparable in size, budget and staff responsibilities or larger than the City of Charlottesville's department operations is desirable;
- A CPRM certification would be highly desired.

Demonstrated Skills

- Creativity and innovation, highly effective communicator, both verbally and in writing. A good listener, who values the input of citizens and employees; A person of candor, directness and specifics, who is recognized for tact and diplomacy; An individual who values and practices personal and professional integrity, honesty and ethics; A professional who will clearly support the City's strategic and organizational goals, values and objectives set forth by the City and reporting seniors; A skilled manager capable of resolving and negotiating conflicting priorities/opinions without showing favoritism; A consensus builder and team leader; A person who has the strongest commitments to providing and bettering the quality-of-life, general environment and programs for residents; A professional with superior organizational management skills accompanied by a high energy level; and A person with strong marketing and persuasive skills, who is willing to engage in proactive discussion with all segments of an active citizenry and highly participative community.

Duties and Responsibilities

- Supervising and directing all departmental operations in accordance with agreed upon budgets, long-range plans and instructions from the City Manager's Office.
- Developing realistic departmental goals and objectives, as well as implementing work programs and action plans to achieve those goals and objectives.
- The Director will periodically report on the progress toward those goals and objectives and make recommendations on the reordering of priorities and the need to add or delete programs and projects.
- Reviewing and evaluating the effectiveness of current departmental programs, policies and procedures and, when necessary, developing or changing policies and procedures.
- The Director shall accomplish these activities through open forums, which encourage public participation and solicits the opinions of key stakeholders.
- Fostering collaboration with the County, municipalities and various intergovernmental agencies on an ongoing basis, as necessary.
- Conferring with other City agencies, public officials and the general public concerning quality-of-life issues critical to the department.

- Supervising the recruitment, training, and development of new and existing personnel, and continually evaluating and reviewing department-wide training and internal services programs.
- Overseeing human resources programs, grievance processes and the orderly administration of personnel matters.
- Fostering an environment where all employees are treated with respect, fairness and in an equitable manner. Also, enforcing personnel rules and regulations, standards of conduct and work attendance.
- Directing the preparation of the department's annual budget and expenditures. Developing alternate sources of revenues, grant programs and contributions that will ensure the sound fiscal operation of the Department and protection of the City's financial position.
- Serving on boards, committees and special study groups designed to enhance the functions of the Department and City government.
- Formulating, conducting and supervising presentations to the Mayor, City Council, Parks and Recreation Advisory Board, the media and the general public, as required.
- Developing programs and materials that maintain a constant flow of relevant information to the public while enhancing the reputation and image of the Department with its customers through professionally presented materials, bulletins and activity descriptions.
- Ensuring compliance with safe working practices and procedures that guarantee the health and safety of employees, participants and visitors to Department facilities.
- Performing other related duties as requested by the City Manager.

Management Style/Personal Traits

Candidates for the position must be dynamic visionary managers who have developed skills in growth-oriented and high performing organizations. Should have worked in organizations where delegation of authority, participative management concepts and strong customer service ethics prevail. The strongest commitment to establishing a high performance organization and creating a strong customer service orientation and dedication to superior standards and outcomes must be demonstrated. Candidates must have a sensitivity and appreciation of both political and public process while displaying a willingness to meet with community leaders, residents, and interest groups in an honest and constructive manner. The Director must be open to change and innovation and be able to encourage and motivate staff toward achievement of collectively agreed upon goals. The Director must be able to make poised presentations in a clear and credible manner before diverse audiences. Flexibility and the ability to respond to ongoing pressures and deadlines are imperatives. The selected candidate will have a strong commitment to promoting diversity and equality of opportunity in the workplace, and will offer an impressive breadth and a track record for effectively leading positive change.

COMPENSATION and BENEFITS

The starting salary will be between \$89,247.86 and \$178,495.71 annually, dependent on education and experience level of the candidate. The City offers an outstanding program of employee benefits, including the option of participation in a Defined Benefits or Defined Contribution Retirement Plan. The opportunity to live and work in one of the most dynamic, challenging and

culturally rich communities in the United States is an added benefit for the successful person. Relocation assistance will be available.

- **Medical Benefit** - Medical insurance is available through Aetna. Employees can choose from 3 options. Employee premium costs are based on plan selection. Spouse and dependent coverage is available but the cost of the premium is not subsidized. Coverage is effective on the first of the month following date of hire. Plan options and costs are determined each fiscal year and are subject to change.
- **Dental Insurance** is provided through Delta Dental at no cost for employee only coverage. Spouse and dependent coverage is available but not subsidized.
- **Life Insurance**: The City provides basic term life insurance in an amount equal to two times your annual salary. The City pays the premium. You may also purchase additional life insurance.
- **Cancer/Accident/Disability Insurance** is available for purchase.
- **Vacation and sick leave** are accrued on a monthly basis. Vacation accrual is based on length of service. City executives have a beginning accrual rate of 3 weeks per year of service. Accrual is on a per pay period basis. All employees accrue 4.62 hours of sick leave per pay period. In addition you will have immediate access to 20 hours of discretionary leave that you can use for any purpose. Employees who leave employment with the City in good standing are eligible to receive compensation for any unused vacation time up to the maximum accrual limit. There is no cash compensation for unused sick leave. However, employees participating in the City's defined benefit retirement plan can convert a percentage of their unused sick leave for additional service credit.
- **Holidays**: City employees receive 12 paid holidays per calendar year (11 observed, 1 floating).
- **Subsidized membership at local health fitness facilities**. The City pays up to \$29.50 per month towards the cost of club membership at participating health and fitness facilities.
- **Flexible Spending Accounts** for health, dependent care, and transportation/parking expenses.
- **Educational Assistance**: The City currently will pay up to \$1,200 per fiscal year towards undergraduate, or up to \$2,000 towards graduate level courses, for courses taken at approved institutions that qualify as career development. Funds are approved at the beginning of the fiscal year.
- **Retirement Plan Options**: You may choose one of two retirement plan options offered by the City: Defined Benefit or Defined Contribution. The Defined Benefit Plan pays a monthly benefit for life at retirement based on your years of credited service and your average compensation while you are working at the City. Employees contribute 5% of base salary to this plan. With the Defined Contribution Plan, an account is established on your behalf and your account grows through contributions from the City and earnings from investments you select. The defined benefit requires 5 years of service to vest. Vesting in the Defined Contribution plan is immediate. The City makes contributions to both plans. The current contribution rate to the Defined Contribution plan for executives is 23.93 % as of July 1, 2019.

The contribution rate is subject to review and may be changed.

- **Long Term Disability:** The City provides long term disability insurance at no cost. If unable to work due to illness or injury, the plan replaces 60% of your basic monthly earnings up to a maximum of \$6,000 per month. There is a 90-day elimination period.
- **A Deferred Compensation Plan (457):** Participation is voluntary. The employee on a pre-tax basis makes all contributions. ICMA is the administrator for the City's plan.
- **Employee Assistance Program.** The program is confidential and available to employees and family members at no cost.

APPLICATION and SELECTION PROCESS

Applications for the position must be completed online at: www.charlottesville.org/jobs. Resumes will not be accepted in lieu of an online application. The application closing date is December 27, 2019 at 5pm EST. Please also submit with your online application a cover letter, résumé, with complete salary history and five (5) professional references.

Following the closing date, applications will be screened based on the criteria as described in this profile. Candidates with relevant qualifications will be contacted to schedule preliminary interviews which will be followed by background inquiries to include reference checks. Those candidates deemed best qualified will be advanced to the next stage of the process. A final interview process will be held in Charlottesville.

The City of Charlottesville is an Equal Opportunity Employer and Values Diversity at all Levels of its Workforce.

