



Director of Parks and Recreation City of Mobile, AL

Background:

Known for its historic neighborhoods, streets lined with massive live oaks, and thriving aerospace and maritime industries, Mobile, Alabama is a mid-sized coastal city – encompassing an area of 140 square miles with population of approximately 200,000 residents (600,000 in the greater metropolitan area).

The City's Parks and Recreation system includes 110 green spaces, 78 of which are "developed" parks totaling approximately 1,300 acres of park lands. Additionally, there are 80 ball fields, 32 playgrounds, 17 community centers, 4 pools, 5 splash pads, one (18-hole) golf course, and a 60-court tennis center.

The City Administration and City Council have a shared goal to provide high-quality Parks and Recreation facilities and services to the citizens of Mobile. In 2016, they worked together to develop Mobile's first multi-year Capital Improvement Plan (CIP). This initial 3-year CIP dedicated \$63 Million to infrastructure improvements across the City, including \$12.5 Million for Parks and Recreation projects. The City is currently finalizing the 2023-2027 CIP that will allocate \$105 Million towards additional capital improvement projects.

The City has also been successful in leveraging funds to develop new Parks and Recreation amenities. In 2018, Mobile was awarded \$9.7 Million in RESTORE Act funding to build a 12-mile, multi-modal greenway trail along Three Mile Creek, connecting downtown to the University of South Alabama (and numerous neighborhoods, businesses, and parks along the way). When complete, 70,000 residents will be within walking distance of this transformational recreation amenity.

City leaders recognize the importance of long-range planning as it relates to Parks and Recreation. In early 2018, the City contracted with Lose & Associates Design to develop and Parks and Recreation System Improvement Plan. Through data analysis, public feedback, and staff insight, the City will have an action plan to help guide the next ten years of capital and operational improvements. In addition, the department went through a year of strategic planning to create a mission, vision, core values and goals for the department.

With a renewed dedication to properly resourcing the Parks and Recreation system, the City is improving existing facilities and programs and strategically investing in new amenities to support Mobile's growth and development goals.

The City of Mobile is looking for a highly motivated and passionate individual to lead this effort.

Position Description – Director of Parks and Recreation:

Under the administrative direction of the City's Executive Director of Public Works, this position is responsible for planning, organizing, directing, and managing the Parks and Recreation Department and a \$12.8+ Million budget.

Supervision is exercised over the Recreation Superintendent (oversees community centers, senior centers, therapeutics, and youth/adult athletics), the Parks Superintendent (oversees parks maintenance, mowing and

landscaping), Golf Superintendent & Golf Professional, Tennis General Manager, Events Manager, and other managers as assigned.

Essential Functions and Duties:

- Provide strategic direction for the Parks and Recreation Department.
- Utilize available data and studies to better inform decision-making.
- Direct the planning and administration of the Department's budget and the five-year Capital Improvement Plan in conjunction with the City's capital planning team.
- Develop and administer policies and procedures and collaborate with internal and external partners with a view toward short-term and longer-term goals and objectives.
- Oversee marketing and public relations duties.
- Oversee the hiring, training, and performance evaluations of a large staff (approximately 300 employees).
- Create, Implement and Evaluate programs, projects, events, and activities to ensure effective use of resources and continuous improvement of services.

Knowledge, Skills, and Abilities:

- Comprehensive knowledge of a large organization, preferably with municipal or government experience
- Quantitative and qualitative data collection and analysis
- Strong communication skills (oral and written)
- Proactive management of department improvements with experience in organizational change management
- Participation with civic, business and service organizations as well as volunteers on parks and recreation matters
- Ability to manage a wide range of personnel
- Strong decision-making and problem-solving skills
- Knowledge of recreation, sports, and park programs

Minimum Qualifications:

Attainment of a minimum of a bachelor's degree from a recognized college or university in recreational administration or a related field such as landscape architecture, urban planning, public administration, or business administration. Professional CPRP or CPRE is preferred. A minimum 10 years of experience in this field or in similar positions in a responsible supervisory or leadership capacity is required. A combination of education and experience equivalent to these requirements is also acceptable.

Additional Information:

- This will be an appointed position reporting to the Executive Director of Public Works and the selected candidate will be given wide latitude in carrying out policies and objectives for the work plan that is mutually established.
- Links
 - City of Mobile Parks and Recreation Map - https://maps.cityofmobile.org/pdf_maps/Recreation_8x11.pdf
 - Capital Improvement Plan - <https://mapformobile.org/cip/>
 - Map for Mobile (City's Comprehensive Plan) - <https://mapformobile.org/about/#Plan>
 - Parks and Recreation System Improvement Plan - <https://mapformobile.org/parks-imp/>
 - City of Mobile FY2022 Annual Budget Update - <https://www.cityofmobile.org/uploads/2108200430452022PROPOSEDBUDGETFINAL0820212.pdf>
- Interested candidates should email their cover letter and resumes to the City's Deputy Executive Director of Public Works, Shonnda Smith at shonnda.smith@cityofmobile.org. Position will be open to filled with first review of applicants January 24th.