

## **SNOHOMISH COUNTY JOB DESCRIPTION**

### **PARKS AND RECREATION PROGRAMS SPECIALIST**

Spec No. 8080

#### **BASIC FUNCTION**

To develop, implement and coordinate Parks and Recreation programs and special events; develops and implements marketing plans to ensure programs and special events participation and success; responsible for the development, implementation and monitoring of department-wide safety and health programs and procedures; coordinates training program for park ranger staff.

#### **STATEMENT OF ESSENTIAL DUTIES**

1. Plans, develops and implements Parks and Recreation programs and special events; conducts program feasibility studies, locates funding sources including grants and/or sponsorship partners, develops program options, proposals and cost estimates.
2. Develops marketing strategies and plans for programs and special events; defines target markets, established customer base, and conducts customer surveys.
3. Coordinates all advertising efforts for Parks and Recreation programs and special events; determines most effective advertising methods and strategies, consults with advertisers, designs and/or writes brochures, flyers and ads for publications, and determines most effective distribution methods.
4. Coordinates Parks and Recreation programs and special events; oversees and coordinates activities of promoters, sponsors and vendors, schedules necessary facilities and ensures sufficient staff coverage.
5. Supervises the daily operation of Parks and Recreation summer camp and pool facility; recruits and hires aquatics and recreational staff and establishes necessary orientation and training programs.
6. Administers Parks and Recreation volunteer programs; develops volunteer recruitment plans, markets and advertises volunteer opportunities, meets with various groups and individuals to discuss volunteer programs, and oversees and supervises the activities of the Volunteer Coordinator.
7. Develops, implements, and monitors department-wide safety programs and safety policies; conducts quarterly safety meetings, ensures that all safety issues are resolved, oversees the department Emergency Evacuation Plan and identifies the need to updates and/or modifies the safety and health plans when necessary.
8. Oversees and coordinates boating safety activities and issues; ensures compliance with all applicable laws and safety regulations, coordinates with Sheriff's office when necessary, and administer water safety buoy and boat launch sign programs for all county lakes.
9. Plans, develops, administers and monitors recreation, aquatics and marketing program budgets.

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STATEMENT OF ESSENTIAL JOB DUTIES (continued)

10. Develops, implements and coordinates law enforcement training for Park Ranger staff; determines need for, implements and coordinates training in the areas of environmental education, first-aid, hazardous materials, safety, and fire suppression.
11. Develops promotional materials and gives presentations to various groups throughout Snohomish County; attends meetings and participates in or leads discussions.
12. Responds to and resolves conflicts and questions from the general public, other entities and interest groups.

STATEMENT OF OTHER DUTIES

13. Maintains, cleans and reprograms fee machines at all county park sites; coordinates repairs when necessary.
14. Reviews and approves all requests for Facility Licensing Agreements.
15. Purchases uniforms for Park Ranger staff; provides input on uniform needs, selects vendors and oversees uniform budget.
16. Administers all food, beverage and event concession; develops concessions guidelines, determines and selects concessions site locations and administers annual concession contracts.
17. Establishes standards for regulatory and informational signage for park sites; orders signs and ensures placement and maintenance.
18. Reviews and revises park fee schedules when necessary.

MINIMUM QUALIFICATIONS

A Bachelor's degree in Park and Recreation Management/Planning, Public or Business Administration or a related field, AND, (4) four years progressively responsible experience in the parks and/or recreation field; OR, any combination of training and/or experience that provides the required knowledge and abilities.

SPECIAL REQUIREMENTS

A valid Washington State Driver's License is required.

A Certified Aquatic Facility Operator's certification may be required.

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KNOWLEDGE AND ABILITIES

Knowledge of:

- development and management of recreations programs and sports camps;
- related Parks code including safety and boating;
- working knowledge of the principles and practices of Parks planning and property acquisition;
- effective project management;
- effective training techniques;
- effective marketing and advertising strategies and techniques
- governmental funding and accounting.

Ability to:

- independently develop and implement effective Parks and Receptions programs;
- independently organize tasks and coordinate team efforts when necessary;
- communicate effectively both verbally and in writing to diverse groups and individuals;
- make effective presentations;
- ability to negotiate and implement solutions to a variety of issues and problems;
- organize effective meetings that include diverse individuals and groups;
- identify employee training needs and develop recommendations;
- develop effective teams and committees;
- resolve conflicts including those that involve the general public.

SUPERVISION

This position reports directly to the department head. Assignments of are a general nature and the work is reviewed through reports and outcomes. The incumbent is given latitude in accomplishing assignments.

WORKING CONDITIONS

This position works both in the general office environment and in the field in overseeing Parks and Recreation program operations.

Snohomish County is an Equal Employment Opportunity (EEO) employer.  
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

Classification established: February 2000  
EEO Category: 2 – Professionals  
Pay Grade: 241 – Classified Pay Plan  
Workers Comp: 5306 Non-Hazardous