

**CITY OF BENNETTSVILLE, SOUTH CAROLINA  
JOB DESCRIPTION (Rev. 03/2022)**

**JOB TITLE:  
ASSISTANT DIRECTOR OF TOURISM, PARKS, AND RECREATION  
RECREATION DEPARTMENT**

**GENERAL STATEMENT OF JOB**

Under general supervision, the purpose of this job is to manage and direct the services of the facilities, community programs, planning, organizing, and supervising TPR staff, services, and activities, overseeing the preparation and maintenance of departmental records and files, and related work. Reports to the Director of Tourism, Parks, and Recreation.

**SPECIFIC DUTIES AND RESPONSIBILITIES**

**ESSENTIAL JOB FUNCTIONS**

Coordinated, assigns and reviews work and establishes work schedules; maintains standards; monitors status of work in progress; inspects completed work assignments; answers questions; gives directives as needed.

Assists with planning, directing coordinating, supervising, and managing parks and recreation operations, including cultural programming, adult, youth and other activities, parks, community events, special events, and tourism.

Assists with Community Center rentals and daily activities.

Assists Director with preparing and evaluating department budget.

Coordinates programs and services with other County departments.

Makes bank deposits and ensures fiscal soundness of financial records and documents.

Assists in the development and implementation of department policies and procedures.

Assists with overseeing the implementation of program rules and regulations manuals; assists with overseeing the implementation of new policies and procedures.

Provide customer service to citizens, colleagues, civic organizations, private associations, and County Administration.

Responds to customer concerns and resolves issues providing excellent customer service to ensure a positive outcome.

Coordinates partnerships and services with other County departments, community partners and businesses to support various department functions and create new recreation amenities.

Supports positive community relations through community involvement and the evaluation of department policies and procedures as they relate to community standards and department goals and objectives.

## **ASSISTANT DIRECTOR OF TOURISM, PARKS, AND RECREATION**

May also serve as on call point of contact for all events in the absence of staff.

Performs other duties as assigned by the Director.

### **ADDITIONAL JOB FUNCTIONS**

Assists with the planning, organizing, directing, and coordinating of tourism operations to ensure compliance with all applicable City policy. Showing facilities to prospective patrons, marketing facility rentals, coordinating bookings and schedules, contract administration/fulfillment, coordinating all catering and entertainment needs of facility patrons, and monitoring rental activities.

Performs related duties as required.

### **MINIMUM TRAINING AND EXPERIENCE**

Requires a bachelor's degree in parks and recreation administration, or related field or an equivalent combination of education, training, and experience, which provides the required knowledge, skills, and abilities. Must possess a valid South Carolina driver's license.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Tasks involve the ability to exert moderate, though not constant, physical effort, typically involving some combination of climbing, balancing, stooping, kneeling, crouching and crawling, and the lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (up to 20 pounds), and occasionally heavier objects and materials (up to 50 pounds).

**Data Conception:** Requires the ability to compare and/or judge the readily observable functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of data, people or things.

**Interpersonal Communications:** Requires the ability of speaking and/or signaling people to convey or exchange information. Includes giving assignments and/or directions to subordinates and receiving assignments and/or direction from supervisor.

**Language Ability:** Requires ability to read a variety of policy and procedure manuals, technical manuals, documents, etc. Requires the ability to prepare reports, records, correspondence, master plans, etc., with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control and confidence.

**Intelligence:** Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to deal with several abstract and concrete variables. Requires the ability to apply influence systems, to make independent judgments in absence of supervision; to acquire knowledge of topics related to primary occupation. Must have the ability to comprehend and interpret received information. Must have the ability to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form.

## **ASSISTANT DIRECTOR OF TOURISM, PARKS, AND RECREATION**

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow and give verbal and written instructions; to counsel and teach employees. Must be able to communicate effectively and efficiently with persons of various educational and cultural backgrounds and in a variety of technical and/or professional languages including budgeting, personnel, recreation administration, facility management / maintenance, etc.

**Numerical Aptitude:** Requires the ability to add and subtract totals, to multiply and divide, to determine percentages and decimals and to determine time. Must be able to use practical applications of fractions, percentages, ratio and proportion.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape, and visually read various information.

**Motor Coordination:** Requires the ability to coordinate hands and eyes using office machinery; to operate motor vehicles.

**Manual Dexterity:** Requires the ability to handle a variety of items, keyboards, office equipment, control knobs, buttons, switches, catches, tools, etc. Must have moderate levels of eye/hand/foot coordination.

**Color Discrimination and Visual Acuity:** Requires the ability to differentiate colors and shades of color; requires the visual acuity to determine depth perception, peripheral vision, inspection for small parts; preparing and analyzing written or computer data, etc.

**Interpersonal Temperament:** Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress when confronted with emergency situations or tight deadlines.

**Physical Communications:** Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

### **PERFORMANCE INDICATORS**

**Knowledge of Job:** Has thorough knowledge of the methods, procedures and policies of the Tourism Division of the Parks, Recreation, and Tourism Department as they pertain to the performance of duties of the Tourism and Event Coordinator. Has thorough knowledge of the organization of the Department and of related departments and agencies. Has knowledge of the laws, ordinances, standards, and regulations pertaining to the specific duties and responsibilities of the position. Has general knowledge in the areas of management and maintenance, project management, marketing, community relations, and public administration. Is able to make sound, educated decisions. Is able to help ensure division compliance with all laws and regulations and control the activities of the division through effective supervision. Is able to offer training and assistance to co-workers and employees of other departments as required. Is able to take the initiative to complete the duties of the position without the need of direct supervision. Is able to plan, organize, and prioritize daily assignments and work activities. Is able to learn and utilize new skills and information to improve job performance and efficiency. Is able to read and interpret complex materials pertaining to the responsibilities of the job. Is able to assemble and analyze information and make written reports and records in a concise, clear, and effective manner. Has

## **ASSISTANT DIRECTOR OF TOURISM, PARKS, AND RECREATION**

comprehensive knowledge of the terminology and various professional languages used within the department. Has knowledge of how to maintain effective relationships with personnel of other departments, professionals, and members of the public through contact and cooperation. Is able to maintain positive customer-focused relationships with co-workers, supervisors, agencies, the general public, and all other internal and external customers. Has knowledge of how to personally demonstrate appropriate customer service skills. Has knowledge of how to make public presentations. Has thorough knowledge of proper English usage, vocabulary, spelling and basic mathematics. Is able to compile, organize and utilize various financial information necessary. Has thorough knowledge of modern office practices and technology. Has knowledge of and skill in the use of computers for word processing and records management. Has knowledge of how to react calmly and quickly in emergency situations.

**Quality of Work:** Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains high quality communication and interaction with internal and external entities with whom the position interacts.

**Quantity of Work:** Performs described Essential Functions and related assignments efficiently and effectively in order to produce quantity of work which consistently meets established standards and expectations.

**Dependability:** Assumes responsibility for completing assigned work. Completes assigned work within deadlines in accordance with directives, policy, standards and prescribed procedures. Maintains accountability for assigned responsibilities in the technical, human and conceptual areas.

**Attendance:** Attends and remains at work regularly and adheres to policies and procedures regarding absenteeism and tardiness. Provides adequate notice to higher management with respect to vacation time and leave requests.

**Initiative and Enthusiasm:** Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be accomplished, and initiates proper and acceptable action for the completion of work with a minimum of supervision and instruction.

**Judgment:** Exercises analytical judgment in areas of responsibility. Identifies issues or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to issues or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice where appropriate and researches issues, situations and alternatives before exercising judgment.

**Cooperation:** Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified, i.e., poor communications, variance with established policies or procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation intra- and inter-departmentally.

**Relationships with Others:** Shares knowledge with managers, supervisors and co-workers for mutual benefit. Contributes to maintaining high morale among all employees. Develops and maintains cooperative and courteous relationships inter- and intra-departmentally, and with external entities with whom the position interacts. Tactfully and effectively handles requests, suggestions and complaints in order to establish and maintain good will. Emphasizes the

## **ASSISTANT DIRECTOR OF TOURISM, PARKS, AND RECREATION**

importance of maintaining a positive image.

**Coordination of Work:** Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of work elements and establishes a personal schedule accordingly. Attends required meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules.

**Safety and Housekeeping:** Adheres to all established safety and housekeeping standards. Ensures such standards are not violated.

**DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.**