JOB DESCRIPTION

# *JOB INFORMATION*

Title: Dockside Entertainment Manager

Classification: Administration/Exempt

Salary Range: Negotiable

Salary adjustments are determined on an annual basis by the Board of Park Commissioners

Benefits: Standard Benefits of the Devils Lake Parks and Recreation District are provided

Supervisor (s): Superintendent of Parks and Recreation and Park Board Commissioners

# *JOB SUMMARY*

Work as a team with the Superintendent of Parks and Recreation and other Full-Time staff in the administration of the Devils Lake Parks and Recreation District.

This position is responsible for directing the Park District’s Dockside Entertainment Center through managing the day-to-day activities, operations, maintenance, and by providing leadership, instruction, and direction for staff. This position also helps plan, coordinate, and the marketing of the Park District. Marketing responsibilities may include public information communications, media relations, advertising, and customer service.

# *RESPONSIBILITY/ACCOUNTABILITY*

Responsible and Accountable for the management and supervision of the Park District’s Dockside Entertainment Center for the Devils Lake Parks and Recreation District.

# *DUTIES AND TASKS*

Manage and oversee all aspects of the Dockside Entertainment Center.

Oversees the coordination of daily operations, maintenance, programs, and all events and activities at Dockside Entertainment Center.

Responsible to hire, train, supervise and evaluate staff at Dockside Entertainment Center.

Responsible to develop and manage the Dockside Entertainment Center and Marketing budget.

Assures a positive guest service experience for all facility users.

Evaluate program changes. Add new programs or change current programs when determined.

Helps with the planning, implementation and evaluation of all community relations activities that support Park District’s vision and mission.

Helps with fundraising and helps with grant writing for the Park District.

Helps with communications materials and approve before their final printing to make sure they adhere to the Devils Lake Parks and Recreation District policies and procedures. This could include annual and quarterly reports, newsletters, fundraising letters, event flyers, press releases, presentations and other marketing and advertising materials.

Explore new, creative advertising/marketing strategies to promote programs and services.

Assist with technology implementation that supports improved staff efficiency and customer service.

Manage sensitive/confidential information in compliance with Park District protocols and policies.

Follow all Devils Lake Parks and Recreation District ordinances, policies and procedures, including, but not limited to, the Human Resource Policy and Procedure Handbook, as well as applicable federal and state laws.

Attends community events and fundraising events that directly benefit the Park District.

Establish working relationships with community groups.

Work on Park District special assignments as presented, local, state, or national tournaments, special projects, partner requests, Board requests, miscellaneous special projects, conferences and/or community events.

Perform other duties as assigned.

# *JOB SPECIFICATIONS*

Position requires a bachelor’s degree in a field related to the job description preferred, one to two years’ experience in Parks and Recreation, communications, public relations, marketing or related area, exemplary written, oral, and listening communication skills, proficiency in Microsoft Office Products (Word, Excel, and Outlook), and knowledge of databases and Google/social media applications. Experience with customer interaction, in person and over the phone, a valid driver’s license, and the ability to lift a minimum of 30 pounds alone or heavier lifting with other employees are also required.

Preferred qualifications include additional education, years of experience or certifications related to the job description, experience in media relations, fundraising, policy development, research techniques and strategies, strategic planning, presentation skills, and/or working for a policy making governing board.

Knowledge of public relations principals, sponsorship/special event marketing, media relations, oral and written communications, fundraising techniques, capital campaigns, endowment funds, sales strategy and implementation, community leaders and culture. Knowledge of the parks and recreation field.

Strong interpersonal, presentation, and oral, written and listening communication skills, strong customer service skills, as well as collaboration, negotiation, and supervisory skills.

Effectively manage multiple tasks, set and attain goals, lead and direct the work of others, create opportunities, and represent Devils Lake Parks and Recreation District in a favorable light in the community.

# *WORKING CONDITIONS*

Office location is in the District Administrative Office of Dockside Entertainment Center. Ability to sit for extended periods of time. Must be able to work in a constantly changing environment with frequent interruptions.

Position duties may require evening, weekend, and holiday work time dependent on meetings and activities scheduled.

Public contact is extensive and vital to the success of this position.