

Inviting applications for **General Manager**



ABOUT THE DISTRICT

The Hayward Area Recreation and Park District, known locally as “HARD”, is an independent special district created in 1944 by public vote to provide parks and recreation services. The District encompasses 104 square-miles in Alameda County, with a mix of urbanized areas and protected regional open space. The District is located about 14 miles south of Oakland and 26 miles north of San Jose, stretching from the San Francisco Bay shoreline into the East Bay hills.

HARD is the largest recreation district in California. The District’s park system includes some 104 sites covering 1,357 acres. The District has many beautiful facilities and parks that have received national and state recognition for their design, innovation and beauty. The system includes local and community parks, open space, trails, school recreation sites, aquatic centers, golf course with a two-story driving range with Top Golf Tracer technology, and other special facilities as diverse as the Hayward Shoreline Interpretive Center, Hayward Japanese Gardens, The Douglas Morrisson Theatre, Sulphur Creek Nature Center, and the Rowell Ranch Rodeo Park. The District offers an array of programs including after-school programs, camps, arts classes, fitness classes, sports, and classes for seniors.

The District has a non-profit Foundation that has raised over \$2.5 million in the past three-years toward the construction of Mia’s Dream All-Inclusive Playground, renovations at the Sorensdale Recreation Center for adults with disabilities, and participant scholarships for District programs.

HARD provides park and recreation services to over 300,000 residents in the City of Hayward and the unincorporated areas of Ashland, Castro Valley, Cherryland, Fairview, and San Lorenzo.



The District has a diverse population. As of 2016, Latinos or people of Hispanic origin made up an estimated 37 percent of the population, with Asians, non-Hispanic Whites, and African Americans all well-represented. This cultural diversity extends throughout the District.

The District has unique opportunities and challenges for meeting current and future parks and recreation needs. The District will continue to face a growing demand for outdoor experiences including trail and bikeway opportunities, community facilities and recreational programming for all age groups. As new development areas are planned and built, the District will need to work with agency partners to promote park development, preservation of open space, and affordable recreation services for the full spectrum of the community.

In November 2016 voters overwhelmingly passed Measure F1 to issue \$250 million in bonds for park improvements and the District has a new Five-Year Capital Improvement Program. While the District has the needed capital improvement funds, like other local government agencies HARD has operational budget challenges on the horizon.

Proactively the District developed a Ten-Year Financial Forecast and new Reserve Policy in 2016, which was updated in 2020 including the impacts of Covid-19. Due to this prudent planning the District has balanced the budget for the current Fiscal Year and next, with contributions being made to the General Fund reserve in both years.

ABOUT THE POSITION

Operating under the Board/Manager form of government, the five Board Members are directly elected for alternating four-year terms. The General Manager is appointed by the Board and is responsible for carrying out the Board’s policy directions.

The position of General Manager is an at-will, FLSA exempt contract position that reports directly to the Board of Directors. This vacancy is due to the upcoming retirement of the existing General Manager.

The new General Manager will have the opportunity to make a lasting impact on the District. Under minimal direction, the General Manager directs all activities of the District, subject to the policies approved by the Board of Directors and provides day-to-day leadership for the District.

This position has overall responsibility and control of all District property of the District.

The General Manger is supported by a talented and experienced team of Department Heads and provides leadership and direction for the District’s departments including Administrative Services; Parks and Facilities Maintenance; Recreation, Arts and Community Services; Capital Planning and Development; and the functions in the General Manager’s Office including the Board Clerk, Records Retention, Public Information, Human Resources and the Foundation.

The scope of work is highly complex in nature and the incumbent works from general directions or broadly defined missions of the District and policies of the Board. The incumbent has extensive contact with public officials, state/federal/local agencies, other public/private organizations, and the general public.

The ability to develop and nurture mutually beneficial partnerships is essential to the job.

ESSENTIAL JOB FUNCTIONS

- Plans, organizes, manages, leads and directs the overall operations of the District
- Confers with and makes recommendations to the Board of Directors on matters of policy, personnel, finance, land acquisition and park development.
- Serves as technical advisor to the Board of Directors on park recreation matters.
- Institutes measures to ensure that Board policies are carried in a manner which will best serve community interests.



- Leads the District Executive Leadership team in the preparation of the budget, control of expenditures, short and long-term financial strategies and inventory control.
- Studies the recreation and park needs of the District and develops plans for future expansion and improvement of the District to meet these needs; reports on findings and makes recommendations for the acquisition, design, and construction of recreation facilities and areas.
- Directs the selection, training and overall assignment of employees of the District; enforces District personnel policies and regulations; takes such disciplinary measures as may be indicated within the policies and regulations.
- Promotes and stimulates community interest and participation in recreation programs and the use of recreation areas and facilities; studies community conditions and needs for special recreation services and group programs; consults with community groups concerning recreation and park services; coordinates the work of the District with that of other governmental or private agencies; maintains effective and cooperative relationships with other recreational and youth servicing agencies, and with public officials and the general public; represents the District on recreation matters delivering talks before professional civic, lay groups and participates in conferences; prepares articles for publication on the accomplishments of the District.
- Directs the preparation and maintenance of Board of Directors' agendas and meetings and other District records.



THE IDEAL CANDIDATE

The ideal candidate for the General Manager position will be a community service and solutions-oriented leader with considerable knowledge in the areas of recreation, parks, capital planning and development, and finance. This candidate will have the ability to plan, organize and direct one of the largest recreation districts in California.

The ideal candidate will have experience leading a diverse organization that serves a diverse population made up of various socioeconomic statuses, and an understanding of how social equity can be addressed through policies, planning, development and programming.

Experience developing and successfully implementing policies and procedures to maximize cost recovery for recreational services is essential for the new General Manager. This and a demonstrated ability to create programs that are responsive to trends and community needs will be extremely important as the District re-creates and re-envisions services as it reopens from the pandemic.

The General Manager will possess exceptional interpersonal and communication skills in order to effectively represent the District with the community and external partners. The ideal candidate will take initiative in bringing new ideas and initiatives to the forefront while maintaining the District's history within the community. The candidate will understand how to work with a Board of five-members and have systems in place to ensure all Board Members are well-informed about what is happening at the District in a timely manner.

The new General Manager will have significant progressive management experience leading up to a position of this caliber and will address issues in an open and collaborative way. A strength that is highly desirable is the ability to bring people together in order to creatively and resourcefully solve problems, as well as the ability to be approachable, enthusiastic, and encourage cross departmental collaboration, communication and productivity.

The ideal candidate will have knowledge of working with developers of residential and commercial properties to plan for parks and open space in new developments, and the entitlement process.



MINIMUM QUALIFICATIONS

A Bachelor's degree from a recognized college or university, preferably with specialization in park and recreation administration, public administration, or in a closely related field. Plus, Ten (10) years of increasingly responsible experience in park and recreation administration, at least seven (7) years of which must have been in an administrative or supervisory capacity.

A master's degree in park and recreation administration, public administration or a closely related field is highly desirable, and possession of a valid California Class C driver's license and Certificate of Automobile Insurance for Personal Liability are required

COMPENSATION

HARD offers a competitive salary and benefits package. The salary for this position is dependent upon experience and qualifications of the selected candidate. The current General Manager's annual salary is \$228,000.

Our mission is to enrich the quality of life for our community by providing a variety of recreation activities, parks, and facilities that promote health and wellness, learning, and fun.



BENEFITS

In addition HARD offers a competitive benefits package which includes:

- Ten working days paid vacation each year; fifteen days after five years of service; and twenty days after thirteen years of service. Minimum of five and up to ten days of administrative leave.
- Fourteen paid holidays a year and three additional paid days between Christmas and New Year's.
- Sick leave accrued at one day per month.
- CalPERS 2% at 62 for new CalPERS employees hired after January 1, 2013 members 2% at 60 for classic members.
- Choice of two health plans for employees and their dependents, most, if not all of which is paid for by the District.
- Comprehensive dental plan for employees and their dependents that is paid for by the District.
- Vision care reimbursement benefit.
- Post-employment healthcare plan contribution of 2.5% of base salary paid by District.
- Social Security paid by District and employee.
- Long Term Disability Plan paid by District.
- Life Insurance policy (\$75,000) paid by District.
- District Deferred Compensation Plan available, employee funded.
- Employee Credit Union services.
- Educational Tuition Reimbursement.
- Employee Assistance Program.
- Voluntary Flexible Spending Account for medical and child care expenses, employee funded.
- Employee Assistance Program.
- Auto Allowance \$425 per month.

THE APPLICATION PROCESS

To be considered for this opportunity, please submit the following by **5:00 P.M. (Pacific Time) on Tuesday, July 7, 2020** to apply, please visit: <https://executivesearch.cpshr.us/JobDetail?ID=1666>

Kylie Wilson
CPS HR CONSULTING
916-471-3325
kwilson@cpshr.us
www.cpshr.us/search

- Cover letter
- Resume (including education, dates of employment, organization size, number of staff managed and amount of budget)
- Six Professional References including:
 - Two people who have been your direct supervisor
 - Two people you have supervised
 - Two people who have been a peer you have worked with in an organization

References will not be contacted without prior notification to candidates who are chosen for the selection process.

Resumes will be screened in relation to the criteria outlined in this brochure. Candidates deemed to have the most relevant qualifications will be invited to interview with the consultant, following which, the most qualified candidates will be referred to the Board for interviews.

A final selection will be made upon completion of comprehensive reference and background checks.