



Recreation, Arts & Community Services Director

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 now serves over 300,000 residents across 100 square-miles in the City of Hayward and the unincorporated communities of Ashland, Castro Valley, Cherryland, Fairview and San Lorenzo. The District shares boundaries with many governmental agencies including three County Supervisor districts; the City; four school districts; and numerous special districts.

HARD is the largest recreation district in California with over 100 parks and facilities including many unique treasures. This includes a golf course with two-story driving range with TopTracer Golf system; a full-production theatre; two interpretive nature centers and an animal hospital; two senior centers; robust sports programs for youth and adults; numerous pre-k sites and programs; the historic Hayward Plunge natatorium and several seasonal aquatic facilities and splash pads; California's oldest Japanese Gardens; Mia's Dream Come True Ultra-Inclusive Playground; and many beautiful facilities and parks that have received national and state recognition for their design, innovation and beauty, as well as hundreds of educational and recreational classes and programs.

In November 2016 voters overwhelmingly passed Measure F1 to issue \$250 million in bonds for park improvements. There are currently 18 capital improvement projects in design and construction across the District.

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.

IMPACT OF COVID-19

The Hayward Area Recreation and Park District shares the concerns of candidates and the community over the spread of Coronavirus (COVID-19) and this impacts it has on the District's operations. The District's webpage and social media pages on Facebook, Twitter and Instagram have been providing the community with ongoing updates of how HARD is responding to the pandemic during this time. The District is here to serve the community, and while we are challenged



with providing services and programs that our residents have grown to enjoy, the District has been continually complying with state and county health orders. Much of the District's team has been working remotely while the main office has been open to the public for minimal services. This position will assist the General Manager with continuing response to the pandemic, while also preparing for the reopening of programs and facilities, at a time it is deemed safe. The primary focus for HARD is to keep employees and residents healthy during this time, while also preparing for when we will be able to put this behind us.

ABOUT THE POSITION

Under the direction of the General Manager, the Recreation, Arts and Community Services Director plans and directs the activities and operation of the Department, which includes after school programs, and camps, aquatics, arts, amusements/concessions, events, facility operations, golf, nature, pre-kindergarten, seniors, special interest classes, sports, theatre, therapeutic recreation, and volunteers; develops strategies, goals, and objectives to improve departmental services; acts as liaison to assigned District advisory committees; advises the General Manager on matters pertaining to departmental activities and provides highly responsible and complex administrative and analytical assistance; participates as a member of the District's Leadership Team and may serve as acting General Manager.

Key Responsibilities:

- Develops, plans and implements department goals, objectives and processes; develop policies for General Manager and Board consideration and implement as approved.
- Plans and directs the activities of the department; supervises and coordinates department activities with those of other departments and outside agencies and organizations.
- Analyzes community recreation and arts program needs and customer interest, availability of resources, existing programs, and other factors in developing departmental programs; prepares or directs the preparation of proposals concerning departmental activities for consideration by the General Manager, including grant proposals.
- Directs and oversees concessions and amusements at District parks and facilities, and operates within all applicable laws, codes and policies.

- Provides administrative and analytical assistance to the General Manager; prepares and presents reports to the District Board of Directors and various committees and agencies regarding the District's programs and services.
- Directs, oversees and participates in the development of the Department's work plan; assigns work activities, projects and programs; monitors workflow; reviews and evaluates work products, methods and procedures.
- Develops and administers the Department's budget; forecasts additional funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; proposes mid-year adjustments.
- Oversees Department procurement, purchasing and contract administration. Directs the negotiation and execution of Department's contracts and agreements.
- Selects, trains, supervises, evaluates, and disciplines full-time and part-time personnel; provides or coordinates staff training.
- Represents the District and Department as a liaison to advisory committees, school districts, other governmental agencies, and community organizations and groups.
- Works closely with staff who manage the District's Public Information function including website content, social media, video, print publications, and collateral materials. Serve as a key contact for local media on District related matters.

THE IDEAL CANDIDATE

The ideal candidate shall be a strategic and critical thinker with an entrepreneurial leadership style, have a "spirit of building", and the vision to guide the District into becoming a "destination agency". This transformational leader shall proactively embrace and encourage inclusion, equity, accessibility, and diversity, while also enhancing the organization's culture and structure. Candidates shall have extensive experience developing recreation and art programs, managing and operating new and existing facilities, expertise in the implementation of sustainable cost recovery efforts, and developing innovative revenue development strategies. This "big picture" thinker must be a community-minded, enterprising, passionate, and participative servant leader committed to being a steward of the District by cultivating healthy communities through quality programs, dynamic public-private partnerships and a strong commitment to nurturing productive partnerships with school districts, citizen advocates, businesses and local agencies for the benefit of the community.



The **Recreation, Arts and Community Services Director** shall have these additional core competencies:

Visionary – Has patience and perseverance to foster a vision and direction for the department; seeks "best practices" and trends for continued growth and relevance; develops short and long-range plans, strategies, priorities, goals and objectives.

Adaptable and Managing Change – Able to adapt to ongoing challenges and capable of shifting in various directions necessary to manage changes; ensures department agility.

Results-Oriented – Improves and sustains superior business performance; builds high-performing teams that hold themselves and staff accountable for their performance; delegates appropriately; makes financially-sound decisions; optimizes resources and initiates efficient work processes; pursue aggressive goals; possess the ability to evaluate and improve processes and procedures to enhance services.

Park and Recreation Expertise – Actively engaged in the parks and recreation profession and involved with local, state or national associations; ensures the overall quality of operation, management, and service to the community is compliant with the benchmarks set forth in national standards and requirements; continuous improvement and quality assurance of operations, policies and procedures for the department.

Problem-Solving and Strategic Thinking – Demonstrates the ability to analyze, interpret and effectively identify and solve problems; makes informed decisions, and successfully addresses complex organizational challenges; provide/implement creative solutions and provide direction by clearly and effectively setting courses of action.

Partnership and Collaboration – Creates an environment where ideas are fostered; exhibits engaging and approachable behavior; listens attentively seeking to understand the value and intention of others. Ability to successfully engage with Board, agency partners, school representatives, other directors, as well as county and state officials; develops partnerships and collaborations; has a clear understanding of the responsibilities for success.

Business Development/Acumen – Manages multiple funding sources; ensures innovative revenue development strategies for sustainability; has the ability to use public funds to leverage private funds; provides the necessary financial resources to sustain and grow the organization; ensures adherence to generally accepted accounting principles related to all budget and financial matters; understands and can manage operations within budget constraints; identifies untapped resources.



Talent Management – Demonstrates the ability to foster a progressive and diverse workforce, have a good sense of the level of morale needed to attract, align, and professionally develop employees; provide opportunities for continued growth and experience through succession planning.

Effective Communication – Effectively conveys information and expresses thoughts and facts clearly, orally and in writing; demonstrates effective use of listening skills; displays openness to other's people's ideas and thoughts.

EDUCATION/EXPERIENCE

Bachelor's degree in Recreation, Arts Administration, Human Development, Public Administration, or a related field, is required. A Master's degree is highly desirable. A minimum of six (6) years of professional and responsible experience developing and managing programs in recreation and the arts for special districts and/or local government, including at least three years in a supervisory capacity. Certified Parks and Recreation Professional (CPRP) or Executive (CPRE) is a plus.

COMPENSATION AND BENEFITS

HARD offers a competitive salary and benefits package. The salary for this position is **\$154,005 - \$187,195** and is dependent upon experience and qualifications of the selected candidate.

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 or four 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. 2% at 60 for classic CalPERS members.
- Choice of two health plans for employees and their dependents.
- Comprehensive dental plan for employees and their dependents that is paid for by the District.
- Auto allowance for Director of \$425 monthly.
- Vision care reimbursement benefit.

- Post-employment healthcare plan contribution of 2.62% 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 childcare expenses, employee funded.

APPLICATION PROCESS AND RECRUITMENT SCHEDULE

To be considered for this exceptional career opportunity, submit your resume, cover letter, and a list of six work-related references (who will not be contacted without prior notice) by **Monday, January 25, 2021**. To review more information on the position, and to submit your materials visit: <https://executivesearch.cpshr.us/JobDetail?ID=1717>.

For additional information about this position please contact:

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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 in late-January. The District anticipates holding first round interviews in mid-February. Media checks will be performed on all screened candidates, and a comprehensive reference and background check will be performed on final candidates.

