

WELCOME TO  
*Charlottesville*

Deputy Director of Parks & Recreation  
Recruitment Profile

[www.charlottesville.gov](http://www.charlottesville.gov)





**Our Vision:** To be a place where everyone thrives.

**Our Mission:** The City of Charlottesville is a diverse and compassionate organization dedicated to providing excellence in public service for a resilient and sustainable community.

The City of Charlottesville is seeking its next **Deputy Director of Park Operations**, and desires an innovative, collaborative and visionary leader to build upon the Department's success and continue to pursue constant improvement across all aspects of service delivery. This Deputy Director, **among other responsibilities, will directly manage the day-to-day operations of the Park Operations Division** of the Department. **The Deputy Director of Park Operations Division** will provide direction and oversight to mission critical and department-wide operations, safety and business functions, including (but not limited to) financial management, human resource management, relationship management, reporting and analysis and strategic initiative management. Performs related work as required.

The ideal candidate will have a proven record visioning and implementing innovative solutions to complex issues, as well as extensive professional experience in land management, park and recreational facility maintenance, capital planning, project design and implementation, community engagement and change management. Additionally, the ideal candidate will possess traits that provide for resiliency, creativity, accountability and flexibility as well as high levels of self-motivation.

This is an exciting opportunity to make a significant impact on the community by enhancing the quality and accessibility of Charlottesville's parks and recreational services.

To be considered, qualified candidates are encouraged to submit an online application at [www.charlottesville.gov/jobs](http://www.charlottesville.gov/jobs) by **Friday, August 2, 2024 by 5:00pm EST. Please include with your online application a cover letter, resume, and at least five (5) professional references.**

**Inquiries relating to the Deputy Director of Parks & Recreation position may be directed to:**

**Human Resources**

**P.O. Box 911 Charlottesville, VA 22902**

**Email:** [HR@charlottesville.gov](mailto:HR@charlottesville.gov)

**Phone:** (434) 970-3490





Photo by @aerowingva

## THE COMMUNITY

The City of Charlottesville is located in West Central Virginia, Approximately 120 miles southwest of Washington, D.C. and 70 miles northwest of Richmond, Virginia. Situated within the upper Piedmont Plateau at the foothills of the Blue Ridge Mountains and at the headwaters of the Rivanna River, Charlottesville was established as a town in 1762 by the Virginia General Assembly and was incorporated as an independent city in 1888. As a result of eight annexations, the most recent of which was in 1968, the City is 10.4 square miles.

Charlottesville serves as the economic, cultural, and educational center of a multi-county region. In 1981, the United States Census Bureau recognized the Charlottesville area as a Standard Metropolitan Statistical Area (SMSA). The SMSA includes the City of Charlottesville and the counties of Albemarle, Fluvanna, Greene, and Nelson. In 2018, the population of the City was estimated to be approximately 48,117 and the Charlottesville SMSA population of over 200,000.

Charlottesville was the home of two U.S. Presidents, Thomas Jefferson, and James Monroe. During their terms as Governor of Virginia, they lived in Charlottesville and traveled to and from Richmond. The University of Virginia, founded by Jefferson and one of the original Public Ivies, straddles the city's southwestern border.

# Charlottesville



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Monticello is three miles southeast of the city and is, along with the University of Virginia, a UNESCO World Heritage Site, attracting thousands of tourists each year.

The City has ample health care resources. The University of Virginia's Health Science Center provides world renowned medical research, health care, and training. Martha Jefferson Sentara Hospital has well-regarded comprehensive women's health center, oncology center, and a strong community focus. Whether you are looking for an outdoor adventure such as hiking, biking, paddling, camping, or you prefer fine dining, shopping, or the arts, the unique and picturesque of Charlottesville is sure to win you over. It's scenic beauty, brick-lined Downtown Mall, and wine choices from 30+ local orchards and vineyards in the region are bonuses to a charming yet innovative community.



Popular annual events include the Dogwood Festival, First Night Virginia, the Virginia Film Festival, the Virginia Festival of the Book, the Tom Tom Founders Festival, the Festival of Cultures, the African American Cultural Arts Festival, among many others that occur throughout the year. The City has received many notable awards and recognitions and is consistently at the top of everyone's "best lists" including the "Best Place to Live in America" and "Best Small Cities in the U.S."

## CITY GOVERNMENT

The City operates under the City Manager/Council form of government. The City of Charlottesville voters elect a five-member Council to serve at-large as the City's legislative and governing body. Members serve staggered four-year terms, and they select one Councilor to serve as Mayor and one as Vice-Mayor for two years. Municipal elections are held in November in odd-numbered years. The Mayor presides over meetings, calls special meetings, and serves as the ceremonial head of government. The City Council appoints the City Manager, Director of Finance, City Assessor, Clerk of Council and members of major policy-making Boards and Commissions.

Council makes policy in the areas of city planning and finances, human services, public safety and justice, public utilities, and transportation and has specific powers to pass ordinances, levy taxes, collect revenues, adopt a budget, make appropriations, issue bonds, borrow money, and provide for the payment of public debts. Administrative and executive duties are performed by the City Manager.

Charlottesville is an engaged community with a variety of citizen advisory groups, commissions, task forces, and ad hoc committees, which assist the City Council by studying specialized areas of interest and making recommendations for Council action. These range from the Planning Commission and the BAR to the Parks and Recreation Commission. As noted, civic engagement is a strong value in the City of Charlottesville. The City government continually creates venues for all citizens, with a special emphasis on those who are traditionally under-represented in civic processes, to become involved. This commitment to inclusive civic engagement ensures that social equity is built into the development of public priorities

The City is a full-service city with approximately 1000 full-time staff, an FY 2024 - 25 General Fund operating budget of \$251 million, and an FY 2022- 26 Capital Improvement Plan budget of \$116 million. The FY 2024 - 25 budget reflects the continued delivery of high-quality governmental service that citizens, businesses, and visitors rely upon daily within the constraints of the current economy. As an independent City, Charlottesville does not have the same boundaries as nor is subject to taxation by any county and is not liable for any county debt. The City is financially stable and has a AAA bond rating.

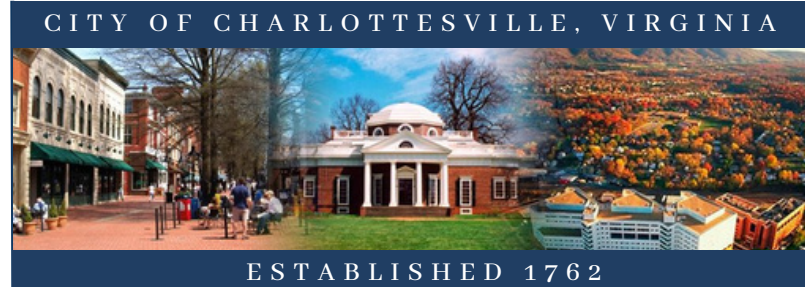


Photo by @aerowingva

CITY OF CHARLOTTESVILLE  
OPERATING & CAPITAL IMPROVEMENT

# BUDGET

ADOPTED | FISCAL YEAR 2024/2025




TO BE A PLACE WHERE EVERYONE THRIVES




Click here for details on the City's current adopted budget.

# Essential Duties & Responsibilities:

## Financial Management

- Analyzes prior years' expenditures and revenues, and compiles and submits the annual operating budget for the assigned unit;
- Supervises preparation of the division's budget, participates in presentation of the budget to the City Council, and monitors program expenditures;
- Reviews and prioritizes capital improvement budgets and estimates the costs of new and/or renovated facilities;

## Human Resource Management

- Establishes performance standards and evaluates the performance of subordinate personnel;
- Coaches subordinate personnel, and ensures the availability of training and professional development programs;
- Oversees a staff of professionals and has overall responsibility for all programs within their assigned functional area;

## Operations and Safety

- Provides general direction to the work efforts of the divisions functional groups to coordinate work supporting goals and strategies of the City Council;
- Recommends management priorities to the Director and establishes schedules and work plans;
- Identifies operational deficiencies and projects operational requirements for new and expanded facilities;

## Relationship Management

- Provides staff support to the Parks and Rec Advisory Board and other boards and commissions for issues within the assigned functional area(s);
- Oversees special project work directed by the City Council, Parks and Rec Advisory Board and/or agency director;
- Represents the agency in meetings with public and private-sector officials and citizen groups;

## Reporting and Analysis

- Develops management indicators for budget development and evaluation of organizational performance;
- Analyzes programs' use patterns and performance compared to goals, reports the results and recommends improvements;
- Evaluates suggestions for new programs and for improvements to existing programs;
- Evaluates and reports on the effectiveness of division programs;
- Conducts service needs assessments, and analyzes city-wide Park and recreation needs;
- Prepares, presents, and is held accountable for implementation of the Department's annual plan as it relates to the assigned functional area(s);

## Strategic Management

- Serves as a member of the division senior management team which includes participating in the formulation of policy and advising on decision-making at the division level;
- Reviews and approves policies and procedures and implements or recommends changes as appropriate;
- Ensures that division plans and programs complement agency goals and objectives;
- Plans, develops and implements the five year capital improvement plan (CIP) for the agency in coordination with the Park & Recreation Director;
- Performs other duties as assigned,



## Key Traits for Success:

- Ability to establish and maintain effective working relationships peers, other City employees, Board members, public and private sector officials and citizen groups;
- Extensive knowledge of the principles, methods and challenges of organization and management;
- Ability to develop and evaluate budget requests and project future expenditures;
- Thorough knowledge of the principles and practices of public administration;
- Ability to plan and conduct staff development programs;
- Ability to plan and direct the activities of a large staff;
- Demonstrated skills in needs assessment and strategic planning;



## Education & Experience:

- Any combination of education and experience equivalent to a Bachelor's degree from an accredited college or university appropriate to the functional area (recreation, park management, business administration, etc.).
- Six (6) years of administrative experience in the appropriate functional area in a diverse and full service municipal parks and recreation system or related field, with a minimum of 3 of those years at the supervisory or managerial level.

## Certifications/Licenses/Other Requirements:

- Required to successfully pass a pre-employment background check, reference check, pre-employment drug screen, reference check and DMV records check.
- Possession of a valid appropriate driver's permit issued by the Commonwealth of Virginia.

To view the full position details, please visit:

[www.charlottesville.gov/jobs](http://www.charlottesville.gov/jobs)

## Preferred Qualifications:

- Master's degree.
- Certified Playground Safety Inspector.
- Certified Facility Manager.
- Certified Park and Recreation Professional or Executive.
- Certified Park and Recreation Professional or Executive.
- National Accreditation Visitor certification.



## Compensation & Benefits:

**The preferred hiring range for this position is between \$102,502.40 to \$125,548.80 Annually.** Starting offer is based on applicable education, experience, and internal equity. This is a full-time, exempt, position which provides excellent benefits including 13 paid holidays plus 1 floating holiday, paid vacation and sick leave, health insurance options with employer contribution, employer-paid life insurance, City's retirement options, gym membership reimbursement, tuition reimbursement, and continuing education/training opportunities. **As a Deputy Director or equivalent, the incumbent will receive 40 hours of discretionary leave per calendar year.**

- **For a general summary of benefits offered by the City,** please visit, <https://www.charlottesville.gov/1047/Employee-Benefits>.
- **The City of Charlottesville manages its own retirement system and does not participate in VRS,** however the City has a Portability Agreement with VRS and there are certain provisions that must be met. For questions pertaining to the Portability Agreement, please contact the City's Benefits Administrator at 434-970-3462.

## Application & Selection Process:

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**The City of Charlottesville is an Equal Opportunity Employer and values diversity at all levels of its workforce.**