



# **PARKS AND RECREATION DIRECTOR**

Town of Mooresville, NC



## About Mooresville

Since the year 2000, the Town of Mooresville's population has increased from 19,048 to over 53,000 and is still growing! Situated in western North Carolina, Mooresville is less than an hour's drive from both Charlotte and Hickory.

The local economy is diverse, with a mix of manufacturing, retail, and service industries. Its proximity to Charlotte provides even more job opportunities and economic stability. Mooresville is the home of numerous national/international corporate headquarters and high-tech industries, including Lowe's Home Improvement corporate headquarters. Nicknamed "Race City USA," Mooresville is home to several racing-themed attractions, including the North Carolina Auto Racing Hall of Fame.

Mooresville boasts a thriving downtown where historic preservation meets innovative amenities and businesses. Whether residents and visitors are gathering for a meal, participating in a street festival, supporting local small businesses, or attending a world-class performance at one of several venues, downtown has something for everyone. Significant investment continues to be made to increase connectivity, functionality, and overall quality for this heart of the town.

Mooresville is a fast paced, vibrant community with numerous parks, recreational facilities, and cultural events. Mooresville is known for its high quality of life. It offers a mix of suburban and rural living, with access to city amenities in nearby Charlotte while still maintaining a smaller-town atmosphere.

Located in the heart of the Carolinas, Mooresville is perfectly situated on Lake Norman. Presenting a stunning panorama with more than 520 miles of shoreline, it is the largest man-made lake in the state of North Carolina. Mooresville's placement in the Piedmont Region (the plateau between coast & mountain), is reason to boast of its ideal trifecta location. Residing in Mooresville means being able to live in one of the most beautiful places on earth-in fact, Thrillist.com recently named it one of the 12 Most Luxurious Lake Towns in the world!

While cost of living can vary depending on individual circumstances, Mooresville generally offers a lower cost of living compared to larger cities like Charlotte.

## City Government

Mooresville operates under a Council-Manager form of government. The citizens elect a Mayor and six Commissioners as the Town's governing body. The Mayor and two Commissioners are elected at-large. The other four Commissioners represent wards and must live in the ward they represent.

The Mayor serves a two-year term, while the Commissioners serve staggered four-year terms. The Mayor, two ward commissioners and one commissioner-at-large run in November of odd numbered years. All elections are non-partisan.

Providing resources and actions to make Board vision a reality, the Town of Mooresville currently has a strong leadership team with many long-time employees. Both staff and the Board have been open to innovative ideas, practices and projects in order to better serve the Town's residents and visitors and to enhance economic development in the area.

# Parks and Recreations Department

The Parks and Recreation Department is made up of seven divisions: Administration, Arts & Events, Athletics, Community Outreach, Golf, Park Services, and Recreation, with 57 FTE's (FY25 budget – 4 additional) and 141 part time/seasonal employees. The department takes care of 17 Parks, 4 recreation centers, and 3 active cemeteries. The department also operates:

- The Mooresville Golf Club - 18-hole course with driving range, pro shop, snack bar, and high-end restaurant;
- The Charles Mack Citizen Center - 62,000 square foot event center with six banquet rooms, two outdoor garden areas, two catering kitchens, hospitality suite, and performing arts theater
- The War Memorial Pool - 133,000-gallon outdoor pool with a zero-depth walk-in entry, sprinkler play area, two children's play areas, and four lanes for lap swimming; open seasonally for lessons and free swim.

## Upcoming Projects

- Parks & Recreation Master Plan
- Bellingham Park Inclusive Playground
- Moor Park Phase 1 design
- Willow Valley and Lee Street construction drawings



# The Position

Under the general direction of the Assistant Town Manager, the Parks and Recreation Director performs complex professional and managerial work directing all administrative and operational-related work in Parks, Recreation, Golf, Athletics, Arts and Events, Marketing, and Community Outreach in the Town's Parks & Recreation Department. The Director manages a \$10 million budget, as well as facilitates collaboration between the Town and various other profit, non-profit and governmental entities. This position requires extensive public contact with private groups, civic organizations, Town and school officials, and the general public.

# Education and Experience

A Bachelor's degree from an accredited college or university in a recreation-related field and seven to ten years of management experience in the administration of a broad multi-faceted parks and recreation program, or an equivalent combination of education and experience. A related master's degree is preferred. Certified Parks & Recreation Professional (CPRP) or Certified Park & Recreation Executive (CPRE) is also preferred.



# Essential Functions and Responsibilities

- Develops and plans for long and short-range departmental growth and operations, researches and develops new programs, and develops and/or modifies existing policies and procedures.
- Organizes and manages short-term plans and daily activities through program supervisors including the selection, training, appraisal, and supervision of regular staff and seasonal workers.
- Serves as a representative of the Town of Mooresville, demonstrating a positive attitude and progressive actions through the display of professionalism, courtesy, and appropriate tact and discretion in all interactions with other employees and with the public.
- Directs and manages all parks, recreation, golf, arts and events, marketing, and community outreach programs and activities.
- Manages the development and implementation of departmental strategic plans, master plans, park design, goals, objectives, policies, procedures, and priorities for each assigned service area.
- Establishes, within Town policy, appropriate service and staffing levels; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; allocates resources accordingly.
- Plans, directs, and coordinates, through subordinate level managers, the department's work plan; meets with management staff to identify and resolve problems; assigns projects through subordinate supervisors and managers; works with staff to establish work priorities and schedules; encourages and provides for staff training and professional development; interprets Town policies and procedures for staff; prepares and conducts formal performance evaluations; works with employees to develop short and long term goals, monitor accomplishments, establish performance requirements and personal development targets and provides coaching
- Serves as Town staff liaison for the Parks & Recreation Advisory Committee and the Public Arts Committee.
- Manages all financial aspects of the department including contract compliance. Develops, administers, and manages the department budget; develops and approves the forecasts of funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; seeks and administers grant funds.

# Essential Functions and Responsibilities Cont.

- Remains sensitive and aware of community recreation, social and cultural needs. Studies and analyzes program participation and attendance, personnel, and as a result, implements short and long-range actions that will lead to successful operations.
- Receives and reviews reports, and suggestions; responds to and resolves difficult, significant, and sensitive citizen inquiries and complaints.
- Enforces and relates the policies and programs to the general public regarding the program, services, and activities of the department.
- Identifies, implements, and enforces necessary safety policies, procedures, and regulations.
- Maintains a high level of cooperation and communication with patrons, staff, media, and other department staff.
- Cooperates and collaborates with community partners for community-wide celebrations and events.
- Stays abreast of trends and innovations in the field of city/county management, personnel and budgeting, recreation administration, parks maintenance management, recreational golf, and youth services.
- Consults with and directs department directors in solving administrative problems, developing, and implementing changes in organization, procedures, or policies to meet Town goals and objectives.





## Knowledge, Skills & Abilities:

- Comprehensive knowledge of all phases of community recreational activities and their administration.
- Thorough knowledge of the principles and practices of public administration with special reference to departmental personnel, strategic planning, municipal benchmarking, park planning, and budget administration.
- Knowledge of effective management of special-use venues and facilities.
- Ability to develop and execute a well-rounded program of recreational activities.
- Ability to cooperate with and interpret recreational philosophies to Town authorities and private groups and the general public.
- Ability to evaluate cost-effectiveness, and create cost recovery plans for the various recreation, golf, and cultural operations.

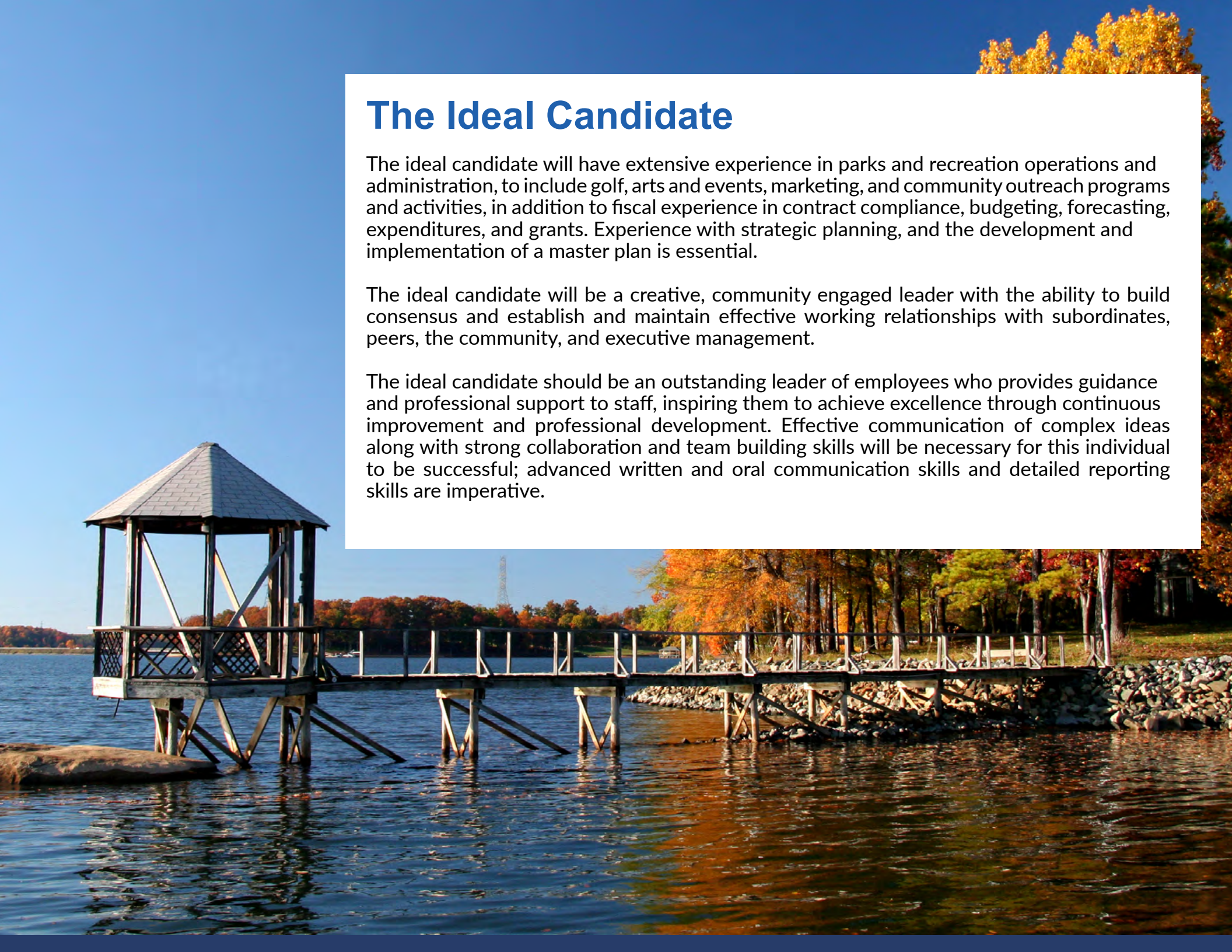


## The Ideal Candidate

The ideal candidate will have extensive experience in parks and recreation operations and administration, to include golf, arts and events, marketing, and community outreach programs and activities, in addition to fiscal experience in contract compliance, budgeting, forecasting, expenditures, and grants. Experience with strategic planning, and the development and implementation of a master plan is essential.

The ideal candidate will be a creative, community engaged leader with the ability to build consensus and establish and maintain effective working relationships with subordinates, peers, the community, and executive management.

The ideal candidate should be an outstanding leader of employees who provides guidance and professional support to staff, inspiring them to achieve excellence through continuous improvement and professional development. Effective communication of complex ideas along with strong collaboration and team building skills will be necessary for this individual to be successful; advanced written and oral communication skills and detailed reporting skills are imperative.





## Salary

The Town of Mooresville is offering a competitive starting salary of \$122,325 to \$153,047, commensurate with experience and a comprehensive benefits package. Relocation assistance will also be available for the successful out-of-area candidate.

## How To Apply

Applicants should forward a cover letter and resume to:

[resumes@affionpublic.com](mailto:resumes@affionpublic.com)

Reference: MOORESVILLEPRD

Affion Public

PO Box 794

Hershey, PA 17033

888.321.4922

[www.affionpublic.com](http://www.affionpublic.com)

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*The Town of Mooresville is an Equal Opportunity Employer. We recruit, hire, train and promote employees without regard to race, religion, color, marital status, veteran status, disability, national origin, sex, age or any other protected category. We believe that true excellence comes from the confluence of many different perspectives. We are at our best, when everyone has an opportunity to contribute to the outcome.*

*For additional information about the Town of Mooresville, please visit our website at [MooresvilleNC.gov](http://MooresvilleNC.gov).*

