

INFORMATIONAL MEMORANDUM

Tukwila Metropolitan Park District

TO: Tukwila Pool MPD Board

FROM: Verna Seal, Board President

DATE: November 13, 2013

SUBJECT: MPD Executive Director Job Description

ISSUE

Job Description for the MPD Executive Director

FINANCIAL IMPACT

No Financial Impact

BACKGROUND

The attached job description was originally distributed to the Board in June (as part of the June agenda packet). At the October MPD meeting the Board directed the subcommittee to finalize the job description and seek a qualified candidate.

DISCUSSION

Before the contract for the Executive Director is draft the Board should be comfortable with the job description and provide feedback to the subcommittee if necessary.

ATTACHMENTS

- A. MPD Executive Director Job Description

Tukwila Pool Metropolitan Park District

POSITION DESCRIPTION

Job Title: Executive Director

Reports to: Tukwila Pool Metropolitan Park District Board of Commissioners

Classification: Exempt, Part-time (minimum 20 hours per week), salary range to \$45K

Summary:

The Tukwila Pool Metropolitan Park District (MPD) Board of Commissioners (the Board) desires to hire an Executive Director to provide management capabilities to the organization's operation.

The ideal candidate is a leader with proven management success who has experience with aquatic operations (especially swimming pools) and knowledge of Washington State laws as they apply to aquatic facilities and municipal park districts.

The MPD Executive Director is appointed by the Board and serves as the interface between the Board and City of Tukwila Administration. The MPD Executive Director will report to the Board.

The Executive Director serves as a resource to the Board while implementing its policies and managing the daily operations of the District. The Executive Director is a key participant in communications between contract operator staff, the community, and the Board. The Executive Director is responsible for oversight, monitoring financial performance, daily administration, pool programming, staffing plans, marketing, and community relations.

Background:

The MPD was formed in January 2011 as a municipal corporation with the purpose of operating the sole public swimming pool in Tukwila, WA. The seven members of the Tukwila City Council act in ex-officio capacity as the MPD Board. The City of Tukwila Parks and Recreation Department performs daily operations and administrative functions on contract to the MPD. In the first-half of 2013, the pool completed a \$1.6M major renovation and currently provides services to users with measurable success. The MPD desires to fill an external-to-the-City leadership position, reporting to the Board, to provide independent review, management and oversight to the Pool.

MPD Vision/Goals:

Vision: To provide a sustainable and efficient pool that exceeds the community's needs.

Goals: Provide the best run municipal aquatics program in the state:

- A. To operate a financially self-sustaining aquatics program
- B. To provide a pool that is a safe haven
- C. To be welcoming and inclusive to all
- D. To maintain and support community involvement in the pool
- E. To provide creative and relevant programs
- F. To provide annual performance reporting to the community
- G. To continue to review governance

Tukwila Pool Metropolitan Park District

JOB DESCRIPTION

Position Summary:

Oversee effective operations of the Metropolitan Park District's Tukwila Pool.

The MPD Executive Director will be a hands-on management position (in many ways comparable to an acting Aquatics Manager). Key responsibilities will be to:

- Administer ongoing MPD projects and activities
- Establish and implement policies and operating procedures for the MPD
- Assist the MPD in serving the residents of Tukwila and surrounding communities
- Provide direction, oversight and representation of the Board to the contract operator and advisory committee and in turn present recommendations and guidance to Board members

Administrative:

- Oversee contracted vendor operations and review performance annually
- Identify and apply for relevant grants available to the MPD for programs and operations
- Work with contract operator to increase revenue and decrease operational expenses while maintaining programming and positive user experience
- Develop and facilitate an active short and long term planning process
- Develop MPD policies consistent with organizational vision, goals, and statutory requirements
- Manage the MPD's annual calendar of events in collaboration with the contract operator
- Draft the agenda and materials for MPD Board meetings (regularly held monthly and additionally as needed)
- Engage and manage the development of marketing and advertising activities
- Conduct research, find resources, evaluate and provide information to the Board and/or staff in support of the MPD's activities
- Develop, implement and maintain policy and procedure documents consistent with organizational goals and statutory requirements as well as Board decisions
- Establish policies supportive of Board objectives
- Manage Board identified Requests for Proposals (RFPs) or Quotes (RFQs)
- Oversee compliance with fiduciary and regulatory requirements, including:
 - WAC 246-260 Water Recreation Facilities
 - RCW 35.61 Metropolitan Park Districts
 - RCW 70.90 Water Recreation Facilities

Budget & Finance:

- Prepare the budget for Board approval in close collaboration with the contract operator
- Ensure MPD operations remain within the approved annual budget
- Identify cost savings, operational efficiencies, and a sustainable budget; recommend same to the Board
- Identify performance metrics for revenue and operational expenses, collate on a monthly basis and review with the contract operator and the Board
- Develop, review and report on monthly financial statements
- Notify the Board immediately if budget obligations are not met
- Provide clear quarterly and annual financial reporting to the Board

Tukwila Pool Metropolitan Park District

POSITION DESCRIPTION

- Develop, document and ensure effective audit processes
- Ensure timely payment of invoices

Management Oversight:

- Engage with assessment of physical plant problems as they arise and assist in defining the scope of work
- Provide oversight to procurement activities including the provisioning of materials, services, consultants, architects & engineers and contractors as needed
- Monitor work project progress by the contract operator or others as needed
- Maintain and safeguard the assets, records and documents of the MPD
- Periodically benchmark the MPD against substantially similar aquatic operations

Board Relations:

- Develop MPD Board meeting agendas for review and approval by Board President.
- Assist the President and Clerk of the Board in planning and supporting ad-hoc committees
- Initiate and assist in developing policy recommendations, preparing resolutions and setting priorities
- Interface directly with MPD contract attorney on issues requiring legal attention

Public Relations:

- Work collaboratively with the Board's citizen committee (the Tukwila Pool Advisory Committee – or TPAC) to garner ideas, concerns, and issues that require attention
- Implement, coordinate and direct the MPD public relations program
- Ensure that community and user concerns and inquiries are handled appropriately
- Act as representative for the MPD as needed
- Develop and maintain effective relationships with the internal and external customer through oral and written communications
- Respond to internal and external phone calls, e-mails, comments and suggestions in a timely manner

Communications:

- Work with the contract operator to promote pool usage within the community
- Publish periodic communiqués to the community via a variety of sources
- Facilitate TPAC - a citizen group with advisory capacity to the Board; coordinate the agenda
- Coordinate closely with:
 - President of the MPD Board
 - TPAC
 - Contracted services (contract attorney, contract operator, etc.)
 - Local school districts
 - Contracted users of MPD facilities
- Ensure that The MPD's website and other social media services remain current
 - Tukwila Pool url: <http://www.tukwilapool.org/>
 - Facebook url: <https://www.facebook.com/pages/Tukwila-Metropolitan-Park-District-Pool/132240046924338>
 - City of Tukwila, pool page: <http://www.tukwilawa.gov/recreation/recpool.html>

Tukwila Pool Metropolitan Park District

JOB DESCRIPTION

Qualifications:

Knowledge

- Extensive knowledge of Washington state laws, regulations and codes as they apply to park districts and swimming pool operation preferred
- Strong financial management and budget skills
- General knowledge of swimming pool systems and operation, such as filtration system, chemical controllers and feeders, HVAC, safety systems, pumps and electric motors
- Knowledge of accounting principles and budget preparation for cash-based system and Washington state BARS list of accounts
- Knowledge of methods, procedures and practices of issue analysis and evaluation, planning, bidding and construction as applied to swimming pool operation and facility maintenance
- Knowledge of Washington state records retention and public disclosure requirements
- Clear understanding of the components of a successful business organization
- Bachelor's Degree from an accredited college or university in the study of Parks and Recreation, Business Management, Leisure Studies, Public Administration or a related field
- Successful operational experience in commercialized public recreation is greatly desired
- Knowledge of the four P's of marketing and how to effectively apply them in a public recreation setting

Skills

- Ability to lead an organization to exceptional performance levels, model a positive work ethic, and integrate efforts of all stakeholders
- Demonstrated experience in successfully performing management functions: planning, leading, organizing, motivating, reviewing and evaluating results and personnel
- Ability to identify problems, collect data and analyze situations, identify options, make recommendations, implement action plans, monitor progress, measure success and continue improvement
- Ability to interface with database systems such as accounting, records management, and inventory management
- Proficiency at a high level using Microsoft Word, Excel and PowerPoint
- Ability to set goals and objectives and carry them through
- Ability to work effectively alone and with multiple stakeholders
- Strong written and verbal communication skills

Attributes

- Works well with people, treating everyone with respect
- Takes appropriate initiative
- Follows through on commitments
- Delivers high quality work performance and customer service
- Projects and maintains a positive image at all times
- Works well as a team member/leader in all interactions

Performance Review

- Annual review by the President of the MPD Board with approval by the Board.
- Contract renewal and compensation increases as approved by the Board

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POSITION DESCRIPTION

Working Conditions

- Work locations *include* the pool facility, home, and variable meeting locations
- Work hours *include* monthly evening meetings, occasional special meetings, and some weekend pool events
- Position has potential to be at odds with contract operator and/or citizen groups over operational issues at times – tact and conflict management skills are imperative
- Regular meetings of the Board are every third (3rd) Monday of the month at 8:00 p.m. at Tukwila City Hall (subject to change)
- TPAC (Tukwila Pool Advisory Committee) meetings occur the first (1st) Wednesday of the month at 7:00 a.m. in the Tukwila Community Center (subject to change)
- The Tukwila Pool Metropolitan Park District is an equal opportunity employer