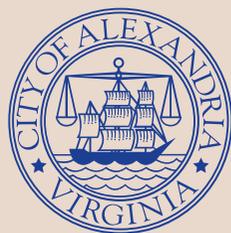




CITY OF ALEXANDRIA,
VIRGINIA

Director of Recreation, Parks and Cultural Activities





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The Community

The City of Alexandria is located in northern Virginia and is bordered by the District of Columbia (Potomac River) and Arlington and Fairfax counties. With a population of approximately 140,000 and a land area of 15.75 square miles, Alexandria is the seventh largest city in the Commonwealth of Virginia, and one of the most densely populated in the United States.

Alexandria is unique—an historic place which keeps pace with the modern world. The City is part of a large metropolitan area and the Nation's Capital, yet it has retained its historic character. About one-quarter of the town's 15 square miles has been designated as a national or local historic district. Thousands of buildings in these districts are monuments to the past, while being actively used by citizens for homes, businesses and museums.

The City is racially and ethnically diverse. Approximately one-quarter of the City's residents are foreign born. Students at the City's single public high school come from 88 different countries, and speak 69 different languages. Overall, African-Americans comprise over 22 percent of the residential population, Latinos constitute almost 15 percent, and Asians constitute almost 6 percent.

In addition to its historic sites, Alexandria includes a variety of attractions. One of the metropolitan area's largest concentrations of international restaurants can be found in Old Town. The Torpedo Factory Art Center, located on the City's waterfront, provides an opportunity for the public to meet more than 200 professional artists. The City's Farmers Market, which started in 1753, is the nation's oldest farmers market that has been meeting continuously at the same site, Market Square. The City's Del Ray/Rosemont areas offer beautiful tree-lined streets, eclectic shops, and various annual community events. The City's West End is filled with vibrant neighborhoods and will be the site of future redevelopment in the Landmark area, which will become a major shopping and dining attraction.

The City is a primary business center in the Washington, D.C. metropolitan area and continues to grow as a center for national association headquarters, a center for high technology, and a center for corporations representing a broad range of fields.

The City Government

The City adopted the Council-Manager form of government in 1922. The governing body of the City is the City Council, which formulates policies for the administration of the City. The City Council is composed of a Mayor and six Council Members elected at-large, on a partisan basis, for a three-year term (not staggered). The Mayor is chosen on a separate ballot and presides over sessions of the Council.

The City is an active participant in regional agencies such as the Washington Metropolitan Council of Governments, the Washington Metropolitan Transit Authority, the Northern Virginia Transportation Commission, the Northern Virginia Regional Commission and the Northern Virginia Regional Park Authority.

The City provides a comprehensive range of municipal services including: education, health, welfare, housing and human services programs; public safety and administration of justice; community development, recreation, library, consumer assistance, cultural and historic activities; and transportation, environmental services and planning.

The City budget provides for approximately 2,330 full-time employees, excluding school employees. The City of Alexandria's FY2009 approved General Fund Operating Budget is \$542.0 million. The FY2009-FY2014 approved Capital Improvement Program (CIP) recommends a six-year, \$456.1 million program of public improvements. The proposed FY2010 budget reflects the effects of the recent economic downturn and will temper spending increases.



The Department of Recreation, Parks and Cultural Activities

The Department of Recreation, Parks and Cultural Activities, accredited by the Commission for the Accreditation of Parks and Recreation Agencies, is a full-service department responsible for 130 park sites and 10 Recreation Centers and supports the City by providing social and recreational programming, and coordinating special events and arts-related activities. The Department serves as a liaison to youth and adult sports groups and community organizations, and oversees community planning, collaboration, and coordination for many capital projects and other recreation related services in the community. The Department has a staff of 200 full-time employees and an FY 2009 approved operating budget of \$21.7 million.

The Department has undergone an extensive management study to examine the application of industry-wide best practices and is involved in several long- and short-range planning efforts. The Department has completed a City Open Space Plan, Parks and Recreation Strategic Master Plan, Arts Visioning Study, Athletic Field Master Plan and a draft Urban Forestry Master Plan (specific information may be found on the City's website: alexandriava.gov/recreation). The following projects and initiatives are underway currently:

- Implementation of the Four Mile Run Stream Restoration Master Plan;
- Implementation of the Athletic Field Master Plan;
- Park improvements to new parkland and coordination of the design and construction of Jones Point Park with the National Park Service;
- Involvement in the recently passed Eco-City Environmental Charter and the associated Green initiatives;
- Cameron Run Stream Restoration Project Planning and the planning for the Patrick Henry Recreation Center Renovation Project;

- Continue implementation of the City's Managing for Results Initiative;
- Street Outreach Program for At Risk Youth;
- Customer Management System Improvements;
- Department national re-accreditation with the Commission for Accreditation of Parks and Recreation Agencies;
- Open Space Plan implementation, Comprehensive Recreation Program Plan implementation; and
- Development of a new Department Marketing Plan, and regular work with the Planning and Zoning Department to negotiate open space/parkland acquisition and developer contributions to the Department for the arts, street trees, recreation programs and park and recreation facilities and improvements.

The Department is comprised of four operating Divisions: Recreation Services, Administrative Services, Office of the Arts, and Park Operations and Capital Development. These four Divisions work to offer the full range of programs, facilities and parks that the City provides.

Recreation Services oversees and coordinates non fee and fee based classes/programs, citywide special events, athletics and athletic field/court permitting, teen outreach programs, recreation center operations, therapeutic recreation programs, senior and active adult programs, aquatic programs and pool operations, youth and family community outreach, after school programs, 4-H youth programs, comprehensive recreation program planning, picnic and pavilion rentals. In addition, the Division is involved in multiple collaborative efforts with the City School System, Court Services, Health Department, Department of Human Services, as well as several non-profit organizations.

Administrative Services oversees and coordinates all business functions of the Department related to human resources, information technology and web applications,



payroll, accounting, finance, operations and capital budget preparation, performance measurements and data tracking, communications, public information releases, marketing, employee training and development, safety management, records management, lease and grants management, policy development and implementation, strategic planning, Department accreditation, fleet and vehicle management, and analysis of Department functions, operations and long range planning.

The Office of the Arts, created in 2008, is involved in multiple planning and operational efforts to bring about an increase in public art programs and public art in public spaces. The Office of the Arts oversees the Commission's grant and funding awards to dozens of art groups and organizations in the Alexandria community. In addition, the Division oversees the coordination of public art projects that involve the Commission for the Arts fund raising efforts for city owned facilities. The Division works closely with the Planning and Zoning Department to facilitate the display of art in development projects or in contributions to the arts for use in programs and increased granting opportunities.

Park Operations and Capital Development is responsible for grounds, horticultural and tree maintenance of all City Public School sites, Libraries, Office of Historic Alexandria buildings, general government buildings, parks (130), the City Marina, street rights of ways and alleys, city entry portals (14) and horticultural sites (180). In addition, the Division is responsible for maintaining off street multi use trails (20+ miles) and coordinating future trail development with the City's bicycle pedestrian coordinator. Other Division responsibilities include the maintenance of court and athletic field lighting, synthetic and natural turf athletic fields (56), outdoor sand volleyball courts, tennis and basketball courts (60), playgrounds (45), indoor Gymnasiums (17), and the natural resource management of the urban forest canopy on city streets, rights of way and parkland. The Division also is responsible for all current and future park and open space planning, recreation facility development and department capital project coordination and implementation.

The Division works closely with the Planning and Zoning Department and Transportation and Environmental Services Department in the City development review process and advocates for the Department's priorities related to parks, recreation and open space needs.

The Position

The Director of Recreation, Parks and Cultural Activities plans, directs and administers all activities in the Department and is responsible for the delivery of quality programs and services including oversight of recreation centers, parks, athletic fields, swimming pools, playgrounds, and public art. The Department places significant value on engagement of various communities in their parks and programs. The Director must embrace this process, which includes attending various meetings with community groups, Boards and Commissions, with an open leadership style that places value on public input in the Department's strategic direction.

The Director develops and implements goals and objectives for the Department, and evaluates and improves the Department's performance. The Director must exercise considerable independent judgment in accomplishing Department objectives, and in understanding and responding to a diverse and active community.

Other responsibilities include, but are not limited to:

- Develop short and long term goals and objectives by evaluating community needs and assessing City resources;
- Define the Department's overall mission and direction;
- Develop and review the annual operating and capital budgets, and make recommendations for new or modified programs;
- Evaluate the effectiveness of programs, services and operations by analyzing performance and achievements;



- Improve accountability systems; and
- Evaluate the adequacy of existing recreation facilities, identify and recommend replacements, alterations and additions, and coordinate modernization and new construction activities.

The Candidate

Education and Experience

- Requires a bachelor's degree, from an accredited college or university, in recreation administration, public administration, sociology, or a related field (a master's degree and professional certifications are desirable); **and**
- 10 years of progressively responsible experience in recreation or a related field, five years of which must have been at a supervisory or management level; **and**
- Comprehensive and broad knowledge of the principles and practices of recreation services; **and**
- Substantial management experience in various areas of the recreation function. Candidates with prior senior management experience in a comparable sized, full-service city or county are preferred.
- Be recognized as an organizational change agent.
- Have the ability to deal with difficult financial management issues.
- Have a demonstrated track record of managing a large, diverse staff, ideally working directly with parks and recreation programs.
- Experience working with (or staffing) an elected Council and/or various Boards and Commissions is preferred.

Management Style and Personal Traits

The ideal candidate will be a well-rounded executive manager committed to providing day-to-day oversight of this significant department. Strong management and collaboration skills combined with the ability to oversee a complex organization are vital for success. The Director will also serve the community by providing a high degree of customer service and ensure the delivery of a quality park system and recreation program.

The ideal candidate will be confident, strong, energetic and an assertive leader who can provide a vision for the Department, build a team and engender loyalty among staff. The successful candidate will be creative, innovative, collegial, team-oriented, reliable, responsive, and technically knowledgeable. He/She will have significant experience building teams and maintaining strong relationships in the community, as well as with other City departments.

The successful candidate will be able to make strong decisions, have good follow through skills, be a strategic thinker, and possess strong communication, interpersonal and presentation skills.

Compensation and Benefits

The salary range for this position is \$87,817.72 to \$145,309.77 (GS-31), with hiring dependent on the qualifications and experience of the selected candidate. In addition, benefits are provided which include annual, sick and holiday leave; a retirement plan; health insurance, dental plan, life insurance, and long-term disability insurance; optional deferred compensation (ICMA); savings bonds; credit union membership; catastrophic illness leave bank; and an employee assistance program. For more details on City employee benefits, visit www.alexandriava.gov.

How to Apply

Applicants must apply online at alexandriava.gov/hr. Please attach a cover letter and resume. This position is open until filled. The first screening of applications will begin on April 20.

For questions and inquiries, contact Steven J. Mason, Special Assistant to the City Manager, at 703.838.3861 or via email at steve.mason@alexandriava.gov.



Director of Recreation, Parks and Cultural Activities

Map of Recreation Centers and Parks*



**John Adams
Recreation Center**
5651 Rayburn Ave.
Alexandria, VA 22311



**Charles Barrett
Recreation Center**
1115 Martha Custis Dr.
Alexandria, VA 22305



**Cora Kelly
Recreation Center**
25 West Reed Avenue
Alexandria, VA 22305

**William Ramsay
Recreation Center**
5650 Sanger Avenue
Alexandria, VA 22311



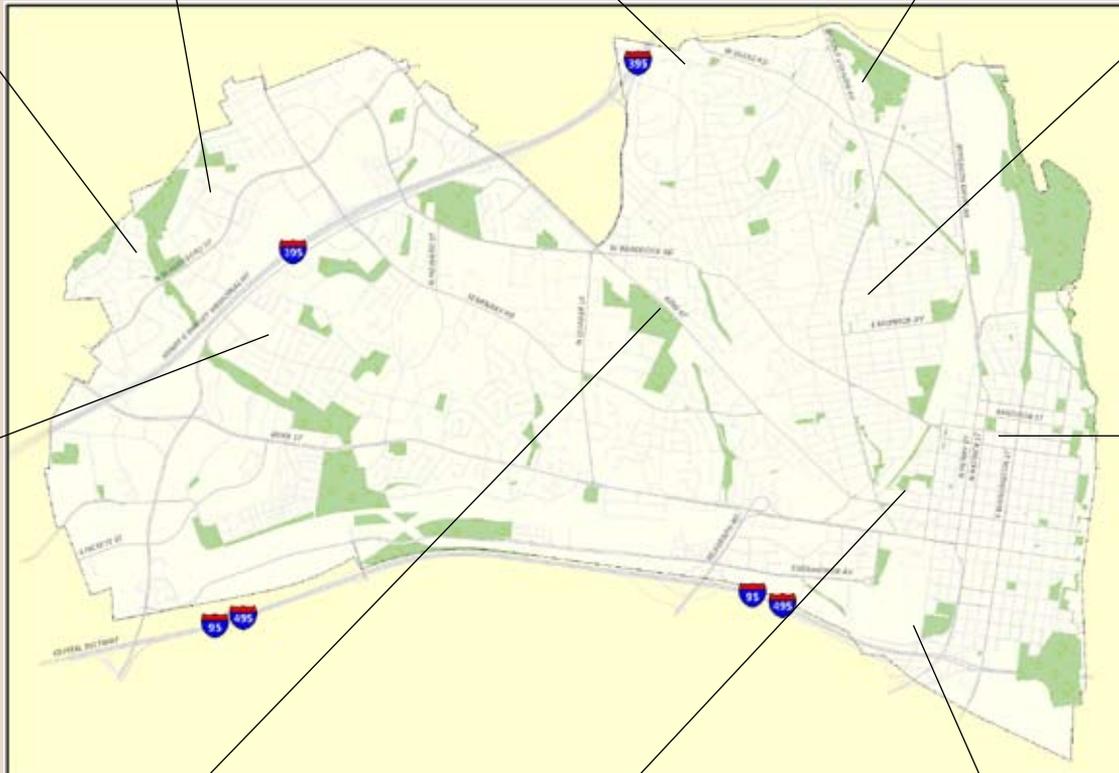
**Mount Vernon
Recreation Center**
2701 Commonwealth Ave.
Alexandria, VA 22305



**Patrick Henry
Recreation Center**
4643 Taney Avenue
Alexandria, VA 22304



**Charles Houston
Recreation Center**
901 Wythe St.
Alexandria, VA 22314



**Chinquapin Park
Recreation Center**
3210 King Street
Alexandria, VA 22302



**Dr. Oswald Durant
Memorial Center**
1605 Cameron St.
Alexandria, VA 22314



**Nannie J. Lee Memorial Recreation Center
and Administrative Offices**
1108 Jefferson St.
Alexandria, VA 22314



*The green shading indicates park space.

