

CITY OF COVINA

COMMUNITY RELATIONS SUPERVISOR

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the positions. Therefore, specifications **may not include all** duties performed by individuals within a classification.*

DEFINITION:

Under general direction, plans, implements, directs, and supervises the functions within the Community Relations Division of the Parks and Recreation Department, including promoting the Parks and Recreation Programs through press releases, development of flyers and other promotional materials; coordinates and compiles Department information for “City View”, the City Newsletter and the Parks and Recreation Guide; obtains sponsorships for programs and events; delivers presentations for City Council meetings and schools; coordinates volunteer programs; develops and monitors the Community Relations Division budget; ensures quality of programs and safe work practices; maintains appropriate work records; serves as a technical resource for assigned personnel; performs other related duties as required.

DISTINGUISHING CHARACTERISTICS:

The **Community Relations Supervisor** is the supervisory level class responsible for planning, implementing, directing, and supervising the functions of the Community Relations Division of the Parks and Recreation Department. This classification is distinguished from the next higher classification of Director of Parks and Recreation in that the latter has overall administrative responsibility for the Parks and Recreation Department.

SUPERVISION RECEIVED/EXERCISED:

Receives general direction from the Director of Parks and Recreation. Exercises direct and indirect supervision over assigned staff.

ESSENTIAL FUNCTIONS: *(include but are not limited to the following)*

- Oversees and supervises the functions within the Community Relations Division of the Parks and Recreation Department, including promoting the Parks and Recreation Programs through press releases, development of flyers and other promotional materials.
- Markets recreational and leisure programs to the community; prepares and coordinates the development of event publicity, including press releases, flyers, pamphlets, brochures, visual displays, and public outreach at community meetings and schools.
- Coordinates information for the Department Website and for “City View”, the City Newsletter and the Parks and Recreation Guide; develops the Department’s promotional campaigns and/or events.
- Oversees and coordinates the Volunteer Program; coordinates Volunteer program hours worked for the Department.

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- Participates in the Community Relations Division recruitment process, including hiring and supervises part-time and volunteer employees; develops schedules and work methods for performing assigned duties; ensures adherence to safe work methods, procedures and practices; initiates disciplinary procedures as appropriate.
- Develops and monitors the Community Relations Division budget; assists with the development of the Recreation Services Budget; develops Division year-end reports.
- Trains volunteers and Division employees to conduct tours of the pictorial history display located in Covina City Hall; coordinates Park Marquees and staff.
- Plans, implements, coordinates, and supervises the After School Recreation Program; serves as a staff liaison to the Parade Committee.
- Attends and participates in organizational and community meetings; meets with schools, businesses and community groups to create partnerships; works with community groups and individuals in the process of coordinating and obtaining department sponsorships, grants and donations; stays current on issues relative to the field of community recreation.
- Participates in the development of policies and procedures; recommends programs, activities and work methods to higher level personnel; maintains records and develops reports on new or existing programs.
- Establishes positive working relationships with representatives of community organizations, state/local agencies and associations, City management and staff, and the public.

PHYSICAL, MENTAL AND ENVIRONMENTAL WORKING CONDITIONS:

Position requires prolonged sitting, standing, walking, kneeling, squatting, and stooping in the performance of daily activities. The position also requires repetitive hand movement and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires both near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service. Additionally, the incumbent in this position works outdoors in all weather conditions, including wet, hot and cold. The nature of the work also requires the incumbent to drive motorized vehicles. The need to lift, drag and push files, paper and documents weighing up to 25 pounds is also required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

QUALIFICATIONS: *(The following are minimal qualifications necessary for entry into the classification.)*

Education and/or Experience:

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Any combination of education and experience that has provided the knowledge, skills and abilities necessary for a **Community Relations Supervisor**. A typical way of obtaining the required qualifications is to possess the equivalent of three years of increasingly responsible supervisory experience in the promotion and marketing of recreation, community programs, or leisure time services, and a bachelor's degree with major course work in public relations, communications, recreation, public administration, or related field.

License/Certificate:

Possession of, or the ability to obtain, a valid class C California driver's license.

KNOWLEDGE/ABILITIES/SKILLS: *(The following are a representative sample of the KAS's necessary to perform essential duties of the position.)*

Knowledge of:

Modern principles, practices, methods, equipment, and materials used in the promotion and marketing of the City's Parks and Recreation programs; delivery of presentations; methods of public relations; principles and practices of program and budget development, administration and evaluation; grant writing and administration; principles and practices of contract administration and purchasing; applicable federal, state and local laws, codes and regulations; methods and techniques of scheduling work assignments; standard office procedures, practices and equipment; modern office equipment, including a computer and applicable software; methods and techniques for record keeping and report preparation and writing; proper English, spelling and grammar; occupational hazards and standard safety practices.

Ability to:

Supervise and oversee public relations of the Parks and Recreation Department programs; design, develop and implement promotional and marketing materials and presentations; develop, present and administer a program budget; coordinate, develop and conduct training programs for staff; plan, organize, train, evaluate and direct work of assigned staff; interpret, explain and apply applicable laws, codes and regulations; read, interpret and record data accurately; organize, prioritize and follow-up on work assignments; work independently and as part of a team; make sound decisions within established guidelines; analyze a complex issue, and develop and implement an appropriate response; follow written and oral directions; observe safety principles and work in a safe manner; communicate clearly and concisely, both orally and in writing; establish and maintain effective working relationships.

Skill to:

Operate an office computer and a variety of word processing and software applications.