

CITY OF
GREENSBORO
NORTH CAROLINA

*Invites your interest
in the position of*

**DEPARTMENT
DIRECTOR
PARKS &
RECREATION**





photo courtesy of DGI

DOWNTOWN

Greensboro’s downtown has seen a renaissance in the past few decades with the addition of numerous breweries, the new Tanger Center for the Performing Arts, and the Greensboro Grasshoppers ballpark. Downtown is also filled with its award-winning parks, Center City Park and LeBauer Park, as well as the renowned Downtown Greenway, a four-mile walking and biking trail. The final mile of the greenway is currently under construction.

#FROMGSO

Many famous characters, both past and present, can claim Greensboro as their home.

Rick Dees
Radio Personality

Rhiannon Giddens
Grammy Award Winning Musician

Ken Jeong
Actor and Comedian

Dolley Madison
First Lady

Edward R. Murrow
Journalist

Fred “Curly” Neal
Harlem Globetrotters

O. Henry
Author

Morgan Radford
Current NBC News Correspondent

COMMUNITY

Centrally located in North Carolina, Greensboro is a growing and bustling city of nearly 300,000, filled with a diverse population and seven colleges and universities. Greensboro offers its residents and visitors an abundance of entertainment options, including numerous craft breweries, live music, locally owned restaurants and retailers. While Greensboro has all the amenities of a major city, it also boasts a low cost of living, is easy to navigate and offers more than 90 miles of trails and greenways, proving to be a relaxed urban environment to call home.

HISTORY

Greensboro is named for Revolutionary War General Nathanael Greene who led the Americans against General Cornwallis’ Redcoats at the Battle of Guilford Courthouse in present day Greensboro. Visitors can learn all about the history at the Guilford Courthouse National Military. Downtown Greensboro is also home to the International Civil Rights Center and Museum, located in the Woolworth’s building where in 1960 four North Carolina A&T students started the sit-in movement. Learn more about the Gate City’s history at the Greensboro History Museum.



MEDICINE

The Cone family is one of the most influential in Greensboro's history, kicking off the city's textile revolution in the late 1800s. One of the family's most lasting contributions is the Cone Health system, which now serves Greensboro and several surrounding counties. Cone Health has more than 13,000 employees and nearly 2,000 physician partners and is now one of the region's largest healthcare networks with more than 100 locations.

EDUCATION

In any given year, Greensboro is home to roughly 70,000 undergraduate and post-graduate students from seven colleges and universities. These institutions employ 6,000 faculty and staff, making Greensboro truly a "University City."

- » Bennett College
- » Elon Law School
- » Greensboro College
- » Guilford College
- » Guilford Technical Community College
- » North Carolina A&T State University
- » University of North Carolina at Greensboro

QUICK FACTS

- 34.4** Median Age (2020)
- \$49,748** Median Household Income (in 2020 dollars)
- \$163,000** Median Home Value
- 299,035** Population (2021)

All demographic information was sourced from the US Census Bureau.



SPORTS TOWN

Greensboro has become a sports destination, known for its number of athletic venues of courts, fields, stadiums and pools. Greensboro regularly hosts the ACC men's and women's basketball tournaments, the PGA's Wyndham Championship, the US Figure Skating Championships, US Masters Swimming National Championships and more. In addition to our annual events, Greensboro is also the permanent home to the Pittsburgh Pirates' minor league affiliate Greensboro Grasshoppers and the Charlotte Hornets' G-League franchise Greensboro Swarm.

CITY OF GREENSBORO GOVERNMENT

The City of Greensboro works with the community to improve the quality of life for residents through inclusion, diversity, and trust. The City has a professional staff of more than 3,000 employees who maintain the values of honesty, integrity, stewardship, and respect.

Greensboro is governed under the council-manager form of government, with the council serving as the legislative body of City government. City council is comprised of a mayor and eight council members who serve four-year terms. The council is responsible for setting and directing policy regarding operations of City government as well as approving the City's budget. The city manager serves as the chief executive officer of the City and is responsible for the execution of council policy and for the management of day-to-day operations of City government.

DEPARTMENTS

- Budget & Evaluation
- Coliseum
- Communications & Marketing
- Engineering & Inspections
- Field Operations
- Financial & Administrative Services
- Fire Department
- Guilford Metro 9-1-1
- GuilfordWorks
- Housing & Neighborhood Development
- Human Resources
- Human Rights
- Information Technology
- Legal
- Legislative
- Libraries
- Parks & Recreation
- Planning
- Police
- Transportation
- Water Resources

CITY OF
GREENSBORO
**PARKS &
RECREATION**
DEPARTMENT

The Parks and Recreation
Department manages:

- » 12,000+ acres parks and open space
- » 185+ facilities
- » 129 neighborhood parks and open spaces
- » 95+ miles of hiking and biking trails
- » 92 athletic fields
- » 66 tennis courts
- » 11 recreation centers
- » 5 swimming pools
- » 4 regional parks
- » 4 botanical gardens
- » 4 municipal cemeteries
- » 3 watershed parks
- » 2 spray grounds
- » 2 municipal golf courses



GREENSBORO
Parks & Recreation

Since 1933, Greensboro Parks and Recreation has provided outstanding programs and facilities for people of all ages, abilities, and from all walks of life. The Department is nationally accredited by the Commission for Accreditation of Park and Recreation Agencies (CAPRA) and a four-time winner of the National Gold Medal Award for excellence in park and recreation administration. Guided by a 20-Year Comprehensive Master Plan, Plan2Play, which was adopted in 2019, the individual selected for this key role will lead a department of approximately 146 full and part-time employees and approximately 450 hourly/seasonal personnel with an adopted budget of \$20.9 million for 2021-2022 projected year.

Special facilities include:

- Greensboro Sportsplex
- Simkins Indoor Sports Pavilion
- Bryan Park @ BB&T Soccer Complex
- Barber Park Event Center and Ruth Wicker Tribute to Women
- Carolyn S. Allen Community Park & Athletic Complex
- Smith and Trotter Active Adult Centers,
- Xperience @ Caldcleugh
- and contract management of the Greensboro Science Center, Greensboro Farmer's Curb Market, and Greensboro Downtown Parks, Inc., including Center City Park and LeBauer Park.

The department manages more than 400 different types of programs with more than 5,000 program opportunities annually. The City of Greensboro is host to multiple special events and tournaments with community, regional, and national status with an economic impact of \$50+ million annually.

The Parks and Recreation Department is a dynamic team transforming the way needs are met and services are provided to Greensboro's residents and visitors. The department is a leader both locally and nationally in creating benefits for people through equitable practice and innovative strategies and continues to be a leader in shaping the quality of life, character, and economy of Greensboro. Most importantly, the department and its team remains committed to enhancing our existing assets, expand our offerings through strong partnerships and transformative programs, and connecting neighborhoods throughout Greensboro into a vibrant, healthy, and equitable park system.

For more information on the City of Greensboro Parks & Recreation Department, please visit:

www.gsoparksandrec.com



THE POSITION

The City of Greensboro is seeking a visionary leader to serve as the next Parks and Recreation Director. The director must be a passionate, strategic, innovative, and high performing leader who can continue carrying out the “Enhance. Expand. Connect” framework and vision for the department by building on the substantial strengths of staff and community support. The Parks and Recreation Director will report to the Assistant City Manager for Community Services, will work with a Parks and Recreation Advisory Commission, the Greensboro Parks Foundation, and numerous other non-profit and community partners, as well as other City Council appointed boards and commissions.

The responsibilities for this position are full management responsibilities for all Parks and Recreation Department functions, activities, and services, including park maintenance and beautification; park planning and project development; community recreation services and programming; athletic facilities and specialized programming; cemeteries; risk management; budget and human resources; and developing and administering policies and procedures. Additional responsibilities include assessing and monitoring the workload of a leadership team made up of five full-time senior members; overseeing administrative and support systems; managing internal reporting relationships; identifying opportunities for improvement; and directing and implementing organizational changes. The position will also establish, within City policy, appropriate service and staffing levels; and monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures, along with allocating resources accordingly

The director must have the ability to plan, organize, direct, and coordinate the work of management, supervisory, and technical personnel, as well as the ability to react quickly and calmly in emergency situations and determine a proper course of action. The director must be able to deal effectively with resident and customer complaints regarding department activities and procedures. The director will also attend and speak during public meetings, interviews, and speaking engagements to promote Parks and Recreation programs, facilities, and services, as well as write policies, grants, and reports supporting the programs and activities of the department.



PRIORITIES

- Continue implementation of the department's Plan2Play Master Plan and realignment resources to ensure consistency with the master plan.
- Collaborate with other departments and the City Management Executive Team to address unfunded and deferred capital needs and secure alternative funding sources to support these and other programmatic needs.
- Establish clear processes, procedures, and protocols across the Parks and Recreation Department.
- Develop succession planning and employee engagement strategies that continue building a strong team capable of moving the department's vision forward in light of external workforce changes and service delivery demands.



THE SUCCESSFUL CANDIDATE

The next Parks and Recreation Director is approachable, people oriented, collaborative and committed to excellence while delivering high quality programs, facilities, and services to the community. As a visionary leader, the ideal candidate brings a fresh, yet experienced voice and perspective to the department with a strong ability to see the interdependencies between all functions within the department, as well as, with external departments and outside community partners. The director has the ability to strengthen internal and external partnerships and has experience with developing and cultivating public and private partnerships.

The successful candidate has strong leadership, relationship building, and coaching skills, with the ability to motivate and support employees and foster a collaborative work environment and culture. As a team builder, the director should be able to understand and maximize employees' strengths and is a passionate, dedicated, and skilled advocate for the department and its employees. The ideal candidate has excellent written and verbal communication skills and can effectively engage with diverse audiences throughout the organization and the community.

The Parks and Recreation Director is an experienced progressive leader – tactical and operational – and can be an outside of the box thinker and is politically savvy.



QUALIFICATIONS

Minimum Requirements

Minimum requirements include a bachelor's degree and at least 10 years of progressive levels of responsibility across various parks and recreation–related fields, with a role equivalent to director, assistant director, or division director. Additionally, within those 10 years, experience working with boards/commissions, community and neighborhood associations, and partner agencies is required. Supervisory experience in a department of diverse facilities, functions, and programming, serving populations of 200,000 or more and previous experience managing large operating budgets (\$10 million or more) is also required.

Preferred Qualifications

Preferred qualifications include a master's degree in Parks and Recreation, Public Administration, or related field. Local government experience and a certified Parks and Recreation Professional (CPRP), Certified Parks and Recreation Executive (CPRE), and/or American Institute of Certified Planners (AICP) also preferred.

Residency Requirement

The Parks and Recreation Director must live within a 30-mile radius of the Greensboro city limits within 12 months of appointment.

COMPENSATION AND BENEFITS

The full salary range is: \$112,365 to \$187,274. The expected hiring range is \$112,365 to \$149,819 depending on qualifications, with an excellent benefits package. You can learn more about the City of Greensboro's benefits by visiting www.greensboro-nc.gov/benefits.



To learn more about Greensboro, visit:

[City of Greensboro website](#)

[Greensboro Visitors & Convention Bureau website](#)

[Greensboro Chamber of Commerce website](#)

[Downtown Greensboro, Inc. website](#)

[Greensboro Downtown Parks website](#)

TO APPLY

All applications will be accepted electronically by Raftelis at raftelis.hire.trakstar.com. Applicants complete a brief online form and are prompted to provide a cover letter and resume. This position is open until filled with the first review of applicants beginning on August 8, 2022.

QUESTIONS

Please direct questions to Pamela Wideman at pwideman@raftelis.com and Alexa Worrell at aworrell@raftelis.com.



GREENSBORO
Parks & Recreation

GREENSBORO



@greensborocity