



PRT DIRECTOR

The City of Walhalla is seeking a PRT Director to deliver exceptional services and represent the City with integrity and a spirit of cooperation in all relationships with staff and the community. The PRT Director will oversee the City's Parks and Recreation Department and lead the City's tourism efforts. This position will serve as project manager for the design and construction of the new community center and oversee the HTAX and ATAX programs.

➤ About the City of Walhalla

While the population is just over 4,100, Walhalla sees thousands of visitors to its unique and charming community and its Stumphouse Mountain Park. Settled by a group of German immigrants in 1850, it lies within the area of the Blue Ridge Escarpment, an area of transition between mountains and piedmont, and contains numerous waterfalls.

Today, Walhalla is a charming southern town with historical homes, churches, and the beautifully restored depot and Walhalla Civic Auditorium. With local shops, cafes, eateries and tree-lined streets, Walhalla is a delightful city to explore on foot.

Each October, Walhalla honors our German heritage with the annual Oktoberfest, presented by a local non-profit. With events for children, families, and adults, Oktoberfest is a special time of fun for the whole community and the visitors who come from near and far.

Walhalla is located just minutes away from the wide variety of activities Oconee County and the surrounding areas have to offer, including an abundance of hiking and mountain biking trails, numerous waterfalls, Stumphouse Mountain Park, the Chattooga River, the Blue Ridge Mountains, Clemson University and more.

➤ Requirements:

- Bachelor's Degree in PRTM, Marketing, Public Administration, Economic Development or similar
- 2 - 5 years experience in tourism, marketing, parks & recreation or similar
- Valid Driver's License
- CPRA/CPRE Certification desired
- Any equivalent combination of education and experience that demonstrates the ability to perform the job duties and responsibilities



**Please apply by
August 30, 2024**



Position

Hiring Salary: Based on qualifications and experience.

Benefits include:

- State Retirement
- PEBA Health, Dental, Vision Insurance
- Retiree Health Insurance
- Life Insurance
- Dependent Life Insurance
- Short-term Disability Insurance
- Longevity Pay
- Paid holidays
- Sick Leave
- Vacation

Eligible candidates should send a cover letter and complete resume, with application found online at www.cityofwalhalla.com/job-opportunities



Contact/Apply



864-638-4343 Ext 2



cmyers@cityofwalhalla.com



www.cityofwalhalla.com



206 N Church St | Walhalla



CITY OF WALHALLA POSITION DESCRIPTION

PRT Director – Parks, Recreation & Tourism

(SALARY RANGE \$55,000 - \$80,000)

GENERAL PURPOSE

Provides direction, leadership and oversight to the City's tourism, cultural, recreational and athletic programs. Facilitates the development of strategy and policy for the department, and ensures that the City's mission, core values, and goals are incorporated into activities and services.

This position performs supervisory, administrative and professional work in the management of parks and recreation activities for the City. Prepares long-range strategic plans for the department. Work requires extensive public contact with committees, local officials and the general public. Work is performed under the supervision of the City Administrator and reviewed through periodic evaluations, reports and results.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Supervisory

- Supervises staff directly and through subordinates.
- Determines work procedures and expedites workflow.
- Works with other department heads and staff on projects that may have a significant impact on the provision of city services.
- Assigns duties and examines work for exactness, neatness, and conformance to policies and procedures.
- Maintains harmonious, courteous, and understanding relationships, while fostering a collaborative teamwork environment. Develops and implements strategies and programs to improve and maintain department productivity and employee morale.
- Ensures that the city's human resources policies are understood and followed throughout the department and that personnel issues are addressed in a timely manner.
- Determines professional development needs for department personnel and provides training and educational opportunities for their growth and development.
- Develops standard operating procedures (SOPs) for all routine tasks or jobs; ensure SOPs are updated to reflect changes as they arise.

Administrative

- Oversees the preparation of the department's annual budget and presents the budget to the City Administrator for review and approval by the City Council.
- Oversees the daily administrative operations of the department and the deployment of resources in a fiscally responsible manner.

Professional

- Plans, implements and manages a continuous program of maintenance and expansion of city parks and recreational facilities and tourism efforts.
- Advises the City Administrator and governing body on the status of the city's marketing programs, public events, park and recreational programming and other PRT projects.
- Plans, directs and participates in providing an expanding and flexible program of recreational activities for all segments, groups, ages and interest levels of the community.
- Develops long range plans/Capital Improvement Plan for recreation programs, parks, and facilities to accommodate according to the City's growth, goals, and parks and recreation needs.
- Facilitates active relationships with business community and government entities; and with regional and national tourism-based publications to promote the area.
- Creates and executes the marketing and promotional programs of the City of Walhalla, including Stumphouse Mountain Park.
- Oversees project management and the maintenance and repair of park and recreational facilities, initiates problem resolution.
- Oversees creative message development and organizes media campaigns.
- Point of contact with Oconee County's Visit Oconee program.
- Oversees the City's HTAX and ATAX programs.

PERIPHERAL DUTIES

- Lead or assist in the coordination of City special events.
- Engage with the Main Street SC Program (Friends level)
- Receives input from community groups, neighborhood groups and individuals regarding parks and recreation needs, utilizes such input for overall planning, programming, program evaluation.
- Performs related duties as required.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience:

- (A) Bachelor's Degree in PRTM, Marketing, Public Administration, Economic Development or similar; and
- (B) Two-five (2-5) years' experience including at least one (1) year at a supervisory level.
- (C) CPRA or CPRE certification is preferred
- (D) Any equivalent combination of education and experience.

Necessary Knowledge, Skills, and Abilities:

- (A) Considerable knowledge of marketing and promotion principles, practices and methods applicable to a municipal setting.

- (B) Experience in creating marketing plans and making presentations to groups.
- (C) Ability to exercise discretion and communicate effectively, orally and in writing, with courtesy and tact in frequent contact with employees, consultants, other governmental agency representatives, city officials and the public.
- (D) Knowledge and experience using a variety of computer software including, but not limited to Microsoft Office Suite, Canva, WordPress and social media platforms.
- (E) Ability to multi-task, organize, schedule, prioritize and perform work within limited supervision; accomplishing assignments accurately and within established timeframes.
- (F) Ability to work a flexible schedule to meet the needs of the department, including occasional evenings, weekends and some travel, as necessary to attend conferences.

SPECIAL REQUIREMENTS

- (A) Must possess a valid state driver's license or be able to obtain one upon employment.
- (B) Requires completion of a background investigation to the satisfaction of the city.

TOOLS AND EQUIPMENT USED

Programmable telephone, personal computer, printers, copy machines, 10-key calculator and other office equipment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed in office settings, and outdoor work is required in the oversight of various development projects, park and field facilities. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.

While performing the duties of this job, the employee is frequently required to sit, stand, walk, and use hands to finger, handle, feel or operate objects, and reach with hands and arms, talk or hear, and smell.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is quiet to loud and requires working in an average office environment with periods of time outdoors.

Must be able to work after business hours and on weekends as needed during special events.

EMPLOYMENT GUIDELINES

The duties listed above are illustrations of the various types of work required. The omission of specific statements does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

SALARY AND BENEFITS

The salary range for this position is \$55,000 - \$82,000 depending on education, experience, and qualifications. The City of Walhalla offers the following minimum benefits: PEBA health, dental, and vision insurance; SC State retirement; life insurance; short-term disability; paid holidays; and sick leave.

HOW TO APPLY

Submit a cover letter, resume/CV, and a list of 3 to 5 professional references via email to Celia Boyd Myers, cmyers@cityofwalhalla.com or complete and submit an online application with supporting documentation at www.cityofwalhalla.com/job-opportunities. Please apply by August 30, 2024. Your resume must illustrate an ability to perform the duties of the position.