



DEPARTMENT OF RECREATION,
PARKS, AND CULTURAL ACTIVITIES

RECRUITMENT PACKET



Our Community



The City of Alexandria is in Northern Virginia bordered by the District of Columbia (Potomac River), Arlington, and Fairfax counties. Once within the original boundary stones that demarked the area of the Nation's Capital, Alexandria is a part of the greater Washington, D.C. metropolitan area. With a population of approximately 157,600 Alexandria is the sixth largest city in the Commonwealth of Virginia. Unique and historic, Alexandria is a place that is experiencing substantial redevelopment appeal and business growth opportunities because of a high market demand for urban living in a quality environment. About one-quarter of the City's 15.47 square miles has been designated as a national or local historic district.

The City of Alexandria is an independent city with no county affiliation and derives its governing authority from a Charter granted by the Virginia General Assembly. Virginia is a Dillon Rule state, allowing local governments only the authority expressly granted to them by the Virginia Constitution or by the Virginia General Assembly in the City Charter or in general law. The City adopted the Council-Manager form of government in 1922. The City's governing body 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.

If you are interested in working for the vibrant City of Alexandria, we invite qualified candidates to apply for our Director of Recreation, Parks and Cultural Activities (RPCA)!

- The mission of Recreation, Parks & Cultural Activities is to enrich the City of Alexandria by creating meaningful experiences through public spaces, cultural activities, and programming.
- The Department's vision is to improve the well-being of every person in our community by connecting them to each other and their environment.



The Opportunity

As the Director of the City of Alexandria's Recreation, Parks, and Cultural Activities team, you're the lead of a vibrant department that provides services that are at the heart and soul of Alexandria.

Your day-to-day work will be a mix of strategic planning, community engagement and project oversight in collaboration with over 500 staff members and over 23 departments. If you're fueled by overseeing planning for a citywide festival that attracts thousands, supporting the development of a new park for an underserved community, or negotiating a partnership that brings a new state-of-the-art recreation facility to Alexandria, this City and its dynamic team is what you've been looking for!

The Director's responsibilities will include managing the comprehensive operations for recreation programs and facilities, park maintenance, and cultural activities, which covers budget, staffing, and compliance with federal, state and local statutes and requirements.

The Director of Recreation, Parks and Cultural Activities operates with considerable independence while operating within the City's Strategic Plan, City Council Priorities and Recreation and Park Master Plan. The Director will also be part of the City's Executive team, which plays a pivotal role in the overall administration and operation of the city as well as the long term vision, strategic planning, policy development and collaboration amongst departments.



The Director will also be responsible for:

- Developing and/or reviews recommendations for new or modified programs and evaluates effectiveness of existing programs: analyzes costs, revenues, staffing, size, and characteristics of population served, and the effectiveness of programs in meeting goals and objectives
- Providing effective supervision of assigned staff including selection, performance management, employee relations, training, prioritizing and assigning work and related activities
- Directing subordinate managers in the development of plans for ongoing and special event programs
- Advising Council and City Manager, and advocates for citizens of the City





The Opportunity (cont.)

- Overseeing the planning, development, management and operation of parks and recreation facilities and programs; establishes and implements operating policies, procedures and long-term goals of the department; administers and directs the personnel, capital budget, operation budget and the revenue generating services within the department; advises and provides recommendation to County Administration, Board of Supervisors, Planning Commission, Parks and Recreation Advisory Commission and other public agencies or private entities on all parks and recreation issues
- Evaluating the adequacy of existing recreation facilities, identifies and recommends replacements, alterations and additions to facilities, and coordinates modernization and new construction activities with architects, engineers, and horticulturists
- Reviewing construction plans for new/existing fields and buildings, recommends land acquisition and develops plans for utilization of new land
- Monitoring day-to-day operations through meetings with key staff, site visits, inspections and attendance at programs and activities
- Meeting with citizens and community groups to describe recreational and park programs and resources and to address citizens' concerns
- Performs other duties as assigned
- There will be times when it is necessary to work nights and/or weekends
- All employees are expected to work effectively and ethically with citizens and with each other to meet the needs of the community and the organization



Overview

The Recreation, Parks and Cultural Activities Department (RPCA) supports the well-being of Alexandria's residents by ensuring access to a variety of quality recreation, park, and cultural experiences. RPCA holds over 1,000 acres of park and open space areas. Operating responsibilities cover public parks, medians, and rights-of-way, outdoor areas at public schools, libraries, and a city marina. The department operates programs at 12 recreation centers and school sites, including three seasonal outdoor pools and two year-round indoor pools. Through the cultural activities division, RPCA is responsible for arts programming, which includes the City's Mobile Art Lab and arts activities for all ages; public art installations which include over 80 permanent and temporary projects; the City's Poet Laureate program; City Signature Events like the Alexandria Jazz Fest and the Alexandria & USA Birthday Celebration and supporting the operation of the Torpedo Factory Art Center.

The Department of Recreation, Parks, and Cultural Activities includes over 500 seasonal, part time and full team members that support the dynamic day to day operations of RPCA throughout Alexandria. The Director of RPCA reports to a Deputy City Manager, and is responsible for directly supervising three deputy directors, an admin division chief, an HR Manager, and a Marketing Manager.





Key Work Projects

The Director of Recreation, Parks and Cultural Activities will be responsible for several projects that work to improve the quality of the services and amenities that the City provides to its residents. These projects may vary in scope and size, but have an outsized impact in the lives of everyday Alexandrians. These projects include:

- Replacement of pedestrian crossing at Dora Kelley Nature Park, which will allow safer access to trails and park areas for visitors.
- Opening of Colsanto Spray Park, an addition to the Potomac Yard Interactive Fountain, which provides an area for residents and visitors to cool off during the summer.
- Improvements to John Ewald Park, which will add updated and modern equipment for park visitors to enjoy.
- Addition to Potomac Yard Park with opening of an additional 4.5 acres at North Potomac Yard Park that will add the link to create a continuous off-street trail from Braddock Road to Four Mile Run, making it easier for pedestrians to travel using bike and walking paths.
- Management of a new indoor pool at Minnie Howard Aquatics Facility that will increase capacity for lap swimmers and families to enjoy aquatics during all seasons.
- Establishing and creating a 10 year Capital Improvement Project (CIP) and Capital Funding Master Plan (CFMP) which will help the department to plan and budget for long term projects including the replacement of Old Town Pool, Wilkes Street Park, and John Ewald Park.
- Update of the Resource Allocation and Cost Recovery Policy which will allow the department to meet community needs by exploring the priorities of Alexandria residents.
- Update of the Sports Affiliate and Field Use policy, allowing the city to host and partner with outside sports organizations on use of our fields, facilities and providing programming to our customers.





What You Should Bring

Each member of our team is accountable for the outstanding delivery of services. You will bring your expertise on parks and recreation, employee engagement, high performing organizational culture, and change management; you will have a demonstrated ability to work with employees throughout the department and City of Alexandria; your personal mission and values align with those of the organization and can analyze, synthesize, and make data-informed professional recommendations. You will deliver work products that meet the high standards of excellence determined by residents and visitors.



Minimum Requirements

Four-Year College Degree; 10 years progressive experience as Manager of a Parks & Recreation Department or responsible Senior Manager position with authority over a District; experience administering recreational, cultural, and park management activities including considerable experience at the level of Division Chief; or equivalent experience managing a department/division of a large, complex organization, including responsibility for managing a multi-million dollar budget; completion of college level courses in recreation management, business or public administration, physical education, or a related field; or any equivalent combination of experience and training which provides the required knowledge, skills, and abilities; Certified Leisure and Parks Professional. Collaborative decision making to work with a myriad of key stakeholders.

Preferred Requirements

Master's Degree in public management (MPA), business (MBA) or planning; 15 years of progressively responsible recreation and parks organizational leadership experience with all aspects of public program and recreation facility operation, community needs assessment, program marketing, and community outreach, LEED AP registration or any equivalent combination of experience and training which provides the required knowledge, skills, and abilities. Emotional intelligence to work with the diversity of department staff and the community.





City Benefits

- Retirement Options
 - City of Alexandria Supplemental Retirement Plan
 - Virginia Retirement System (VRS)
 - Voluntary Retirement Savings Plan
- Medical, Dental, Vision – City covers 75-80%
- Administrative Leave – 13 days per year (accrued)
- Senior Executive Group – Additional 80 hours per fiscal year
- Holidays - 13 paid holidays
- Sick leave - 12 days per year (accrued)
- Bereavement Leave – 3 days per occurrence
- Tuition Reimbursement - \$1200 per fiscal year
- Long-Term Disability (LTD)- City paid; Additional buy-up option available
- Flexible Spending Account (FSA)- Medical and Dependent Care available
- Transit Benefits- Receive up to \$270 per month for employees who utilize public transit
- Parking Cashout Program – Earn up to \$25/week when commuting to work by any method other than driving solo.
- Access to our on-site gyms near City Hall (equipment includes treadmills, weights, Peloton bikes, elliptical etc.)
- Jet Dental – an onsite dental service offered twice per year to employees and family members
- Employee Assistance Program (EAP) - 6 free therapy sessions per year per employee and each covered dependent
- Access To Student Loan Wellbeing Tool- Assistance with qualification for Public Service Loan Forgiveness Program
- Incentive earning wellbeing program that qualifies employee for \$600/year added to paycheck.
- Employee wellness and development programs

