

Job Description

Recreation Development Coordinator

Job Title:	Recreation Development Coordinator
Job Type:	Full Time
Reports To:	Senior Recreation Lead

Job Purpose

Reporting to the Senior Recreation Lead the Coordinator provides professional and administrative support to the Recreation Department to assist with the effective planning, coordination, and delivery of recreation programs, services, and initiatives. The Coordinator contributes to the department's decision-making process through an analytical, data-driven approach by conducting research, reviewing program performance, and developing relevant benchmarks and performance measures. The Coordinator also identifies opportunities for improvement, supports strategic planning and program development, and provides recommendations, consultation, and advice to the Senior Recreation Lead and other members of the Recreation Department to support informed decision-making and the achievement of departmental goals.

Duties and Responsibilities

Following are the primary job duties and responsibilities of the incumbent in the role of the Recreation Development Coordinator. The following statements are intended to describe the nature and level of work being performed but may not be an exhaustive list of all the duties and responsibilities required for the position. Other duties and responsibilities may be assigned by the Senior Recreation Lead and the Chief Administrative Officer.

1. Implement Recreational Programs to ensure that communities have access to sport, recreation and leisure activities.

- **Program Quality Assurance:** Monitor and evaluate assigned recreation programs through regular site visits, observations, and direct engagement with participants, parents, and instructors. Assess the overall quality of program delivery, participant satisfaction, safety, and the overall experience to identify opportunities for improvement and ensure programs meet departmental standards.
- **Program Development and Processes:** Follow established program development procedures, policies, and departmental processes when planning, organizing, and delivering recreation programs. Assist with the implementation of consistent practices, maintain accurate program records, and ensure activities align with departmental goals and community needs.
- **Program Marketing and Promotion:** Assist the Senior Recreation Lead with the marketing, promotion, and communication of assigned recreation programs in accordance with the department's business plan. Help prepare promotional materials, distribute program information, and support advertising efforts to increase awareness, encourage registration, and improve community participation.
- **Seasonal Program Scheduling:** Develop and coordinate seasonal recreation schedules that offer a variety of programming opportunities for youth, adults, older adults aged 55+, and individuals seeking inclusive recreation options. Consider community interests, available facilities, instructor availability, program capacity, and scheduling requirements to ensure programs are accessible and meet the needs of a diverse population.
- **Participant and Instructor Feedback:** Collect and review feedback from participants, parents, guardians, and instructors to evaluate program satisfaction, identify strengths and areas for improvement, and determine opportunities for new programming. Use feedback and participation trends to make recommendations and help improve the quality, accessibility, and overall success of future sessions.

- **School and Community Engagement:** Attend school events, including open houses, parent nights, registration days, and other relevant activities, to promote municipal recreation programs and build relationships with students, parents, educators, and community partners. Provide information about available programs, encourage participation, identify emerging recreational interests, and support the development of programs that meet the needs of local families and youth.

2. Community Development

- **Customer Experience and Service Improvement:** Continuously improve the customer experience by anticipating, managing, and resolving concerns, requests, and inquiries in a timely and professional manner. Identify opportunities to improve service delivery and ensure residents have a positive experience with recreation programs and services.
- **Community Partnerships:** Develop and maintain positive day-to-day working relationships with community leaders, recreation groups, sponsors, and external agencies. Encourage collaboration and identify opportunities to support shared goals and expand recreation opportunities.
- **Community Needs Assessment:** Regularly assess community needs, interests, and participation trends to identify gaps in existing programs and services. Use feedback and research to recommend new initiatives and improvements that respond to the changing needs of residents.
- **Grant Applications and Fundraising:** Assist with preparing grant proposals and developing fundraising initiatives or projects to support recreation programs, special events, equipment purchases, and facility improvements. Help identify funding opportunities and gather the information required for applications.
- **Community Event Management:** Coordinate and support community events, including planning, logistics, scheduling, and communication with participants and partners. Review follow-up reports and participate in debriefing sessions to evaluate event success and identify improvements for future events.
- **Customer Feedback and Complaints:** Respond to escalated customer feedback, concerns, and complaints in accordance with departmental service standards. Work to resolve issues professionally, document concerns as required, and communicate with the appropriate staff to support timely and effective resolutions.
- **Community Representation:** Represent the Recreation Department at community, school, and inter-agency meetings. Share information about municipal recreation programs and initiatives, build relationships with community partners, and identify opportunities for collaboration.
- **Inclusion and Accessibility:** Support inclusion and accessibility accommodations to ensure participants of all ages and abilities can participate in recreation programs and activities. Work with participants, families, staff, and community partners to identify barriers and help develop appropriate solutions.

3. Program Development

- **Program Quality Assurance:** Monitor program quality across the department through regular visits, observations, and communication with staff and participants. Identify areas for improvement and ensure programs meet departmental standards.
- **Program Development:** Coordinate the development of recreation programs that reflect community needs and interests. Identify opportunities to introduce new programs and improve existing activities and services.
- **Action Plans and Growth:** Develop and implement action plans to achieve departmental targets, improve program performance, and support growth. Monitor progress and recommend adjustments as needed.
- **Marketing and Business Planning:** Assist the Senior Recreation Lead with the department's marketing initiatives and business plan, ensuring promotional activities align with departmental goals and priorities.
- **Program Promotion and Customer Retention:** Promote recreation programs and develop strategies to attract new participants, encourage repeat registrations, and increase participation across all age groups.
- **Internal Marketing:** Promote recreation programs within municipal community centres and facilities by ensuring program information, schedules, and registration details are clearly displayed and accessible.

- **Seasonal Program Evaluation:** Review seasonal programming using registration, retention, and participation data. Identify successful programs, gaps, and opportunities to better meet community needs and maximize resources.
- **New Program Development and Evaluation:** Pilot new recreation programs and assess their success based on attendance, participant satisfaction, and revenue targets. Recommend whether programs should be continued, modified, or expanded.
- **Facility and Program Scheduling:** Coordinate daily facility and program schedules for pools, the rink, gymnasium, and community spaces in accordance with the Senior Recreation Lead's approved schedule. Communicate bookings and scheduling changes to staff and user groups.

Qualifications

The desired qualifications required to successfully perform the job are as follows:

- High School graduation supplemented by post-secondary education in a relevant discipline;
- 2-3 years of experience in recreational programming;
- Experience and proficiency in using computers, email and Internet, fax and photocopy machines is required;
- Demonstrated proficiency in using Microsoft Office programs;
- Valid New Brunswick driver's license Class 5;
- Equivalent combination of education and experience may be considered.

The following job certifications, diplomas or memberships are also required to perform the job:

- Standard First Aid and CPR Certificate;
- WHMIS (Workplace Hazardous Materials Information System) Certificate;
- RCMP criminal record check.

Knowledge, Skills and Abilities

The following knowledge, skills and abilities are required:

- Knowledge of office procedures;
- Knowledge of youth and adult recreation programs;
- Skill in using office equipment, computers and software, including proficiency in Microsoft Office;
- Client service orientation including acting in a professional manner and responding appropriately to public inquiries, requests and complaints;
- Effective communication skills, including the ability to listen actively, respond verbally in a manner that is clear and respectful, and prepare written communications that are clear and concise;
- Flexibility, including the ability to adapt to work effectively within a variety of situations and with various individuals or groups;
- Planning and organizational skills;
- Time and stress management skills, including the ability to prioritize work, manage multiple demands, meet tight deadlines, remain calm during crises, respond constructively and support others in challenging situations;
- Teamwork and relationship-building skills including the ability to establish and maintain effective working relationships with peers, subordinates, Council members and residents.

Working Conditions

The incumbent must spend considerable time interfacing with the public. Clerical duties are performed in a busy open area of the office and it is an ongoing challenge to keep up-to-date on all the activities handled in the recreation office. Stress may be experienced as a result of encounters with rude, angry or displeased clients. Tasks require concentration, attention to detail and high levels of accuracy. There are times the incumbent may face stress due to the need to manage multiple requests and demands and complete tasks within tight deadlines. Assistance to other staff may be requested, from time to time, and may be faced with frequent interruptions and the constant need to shift priorities.

Working at recreational events can be stressful and there may be times that the environment is noisy and busy. There may be a number of situations happening at once, and the incumbent must be prepared to handle accidents and emergencies at any time. He/She will be expected to clean and maintain equipment and may move throughout the community with program participants. The incumbent may come in contact with public who are ill and/or contagious, and must take precautions to ensure the health and safety of all children, parents, staff and themselves. Participation in community programs and events may be periodically required on evenings, weekends and statutory holidays.

Physical Requirements

The Recreation Development Coordinator may spend long hours standing or sitting while using office equipment including computers, which may cause eye and muscle strain.

Hours of Work

The incumbent is required to work 35 hours per week. Those hours may include days, evenings, and weekends but must be mutually agreed upon beforehand by the Recreation Development Coordinator and the Senior Recreation Lead. The hours may also include statutory holidays if deemed necessary by the Senior Recreation Lead for community event participation.

Certification and Approval

Employee and Supervisor Certification

I certify that I have read and accepted the duties and responsibilities assigned to this position. _____ Signature (Employee) _____ Printed name _____ Date	I certify that this job description is an accurate description of the duties and responsibilities assigned to this position. _____ Signature (Supervisor) _____ Printed name _____ Date
--	--

Approved by Chief Administrative Officer :	
Printed Name:	
Date:	