



Parks & Recreation Business Development Manager

City of Dubuque

Contact Name: Dan Kroger

Contact E-mail: dkroger@cityofdubuque.org

Contact Phone: 563-589-4310

Closing Date:

Salary: \$60,070 to \$78,561

Description:

The City of Dubuque is looking for a creative and strategic thinker who is passionate about parks and recreation and its' impact on the entire community. In general this position will: plan, direct, and coordinate business operation aspects of revenue based parks and recreation facilities; determine the demand for services offered; identify potential sponsors, customers, and funding opportunities; develop pricing strategies with the goal of maximizing revenues while ensuring sponsors, stakeholders and customers are satisfied; monitor trends that indicate the need for new services; perform professional management work involving implementing, planning, directing, and marketing revenue facility operations; and perform other duties as assigned. This valuable team member will be an integral part of supporting efforts to become a high-performance organization that is data-driven and outcome-focused with the ultimate goal of creating an equitable community of choice, through planning, partnerships, and people.

Job duties include:

Coordinate operations, events, and programs for the Port of Dubuque Marina, Miller Riverview Campground, Eagle Point Park Tollbooth, and concessions, in addition to others.

Innovate, evaluate, and analyze methods, equipment and performance effectiveness and efficiencies for improvements and analysis of services.

Develop and implement promotional marketing, sales, plans, and strategies to achieve objectives.

Develop and maintain gift, memorial and sponsorship programs and in-kind donations.

Establish and maintain safety and training programs at facilities managed.

Recruit, hire, train, develop, evaluate, and supervise temporary employees.

Direct sales, marketing, and customer service activities.

Develop and implement a strong customer service program and training program focused on improvement of customer satisfaction.

Determine pricing, monetary, and internal control policies.

Plan, analyze and recommend changes to fee structures based on current market value and self-supporting goals.

Develop benchmarks, establish, and monitor key performance measures.

Develop and oversee annual budgets, payroll, and monthly reports. Compile and maintain operational data and records and prepare reports.

Monitor external affairs and events affecting business operations.

Prepare and administer bid processes.

Develop and update policy manuals and standard operating procedures.

Conduct opinion surveys, needs assessments, and community engagement activities.

Recommend departmental process and policy changes.

Consult with and provide assistance to department staff who manage facilities to increase use and/or attendance.

Develop marketing plans and strategies for each line of business.

Establish and maintain contacts with diverse populations including business representatives, community agencies, and the public.

Represent Leisure Services facilities within the community.

Develop, establish, and/or maintain equitable practices and service delivery.

Please visit our website at www.cityofdubuque.org/2982/join-our-team for a full job description.