

Job Description - General Manager of Ladera Recreation District (LRD)

About the Ladera Recreation District (<http://laderarec.org>)

The Ladera Recreation District's Mission is to provide a clean, safe recreational environment in which members can exercise, socialize, relax, and develop lasting friendships through a variety of social events, traditions, and leisure activities. Our goal is to operate a financially stable, effective, and efficient recreation facility, with a pledge to be responsive and flexible to our members' concerns and needs, as well as to the needs of the Ladera community.

The LRD is a community-based recreational facility; we are not a private, exclusive club. We are an inclusive recreational facility that does not discriminate on the basis of sex, race, color, religion, ethnicity, ancestry, national origin, age, disability or medical condition, military status, sexual orientation, gender identity or gender expression, or individual beliefs.

The LRD offers a comprehensive year-round aquatics program, year-round tennis and fitness programs, and summer camp programs. Special social events and holiday celebrations are planned for the enjoyment of the entire community.

About the Position

The LRD General Manager is responsible for coordinating operations of the LRD to achieve its goals and mission under the direction of the Board of Directors. Generally, the General Manager has these responsibilities:

- Programs, Marketing, and Membership Relations focus on the overall membership relations, marketing, programs + special events.
- Facilities & Fiscal Management focus on the overall facilities administration and finance + fiscal management.
- Staffing and HR Management focus on maintaining solid hiring and retention practices with staff and working with consultants, contractors, and volunteers to provide services.
- Day to day operational management focuses on ensuring that the facility operates smoothly.
- Programs, Marketing, and Membership Relations focus on the overall membership relations, marketing, programs + special events.
- **Oversight and Management of the Aquatics Director/Assistant GM - helping with swim programming, facility scheduling, and staff hiring and training.**
- *** Pool Construction Project Management * (Special Project) - lead, organize and project manage the construction of a new main pool and wading pool at**

the LRD facility. Lead the implementation of new schedule and programming efforts once the pool is open in spring of 2022.

Organization and Purpose

The LRD General Manager has strong leadership, management, mentorship, and multi-tasking skills, while being highly organized and detail oriented with the capability of meeting simultaneous and frequent deadlines. This is a very visible, people-person role and will require someone to have excellent interpersonal skills and an aptitude for working with and relating to a wide variety of personalities. A professional demeanor is expected at all times, with a strong work ethic, high energy and enthusiasm. This person will be an effective leader in accordance with the LRD mission and core values. In addition, the General Manager will have relevant experience and knowledge in the area of recreational operations management, **programming** and events, **sustainable fiscal planning**, member relations, and marketing.

Schedule

It is the intent of the LRD to construct a new modern pool, with efficient, modern equipment, enabling the LRD to have a robust year-round programming schedule. The position of General Manager is exempt and the GM is expected to work both weekday and weekend hours as needed, and will be higher during the summer high season.

The Aquatics Director/assistant manager will work a complementary schedule to the GM to ensure there is sufficient senior staff on site.

Essential Functions of the General Manager

Programs/ Events: Plans, promotes, organizes and supervises a comprehensive and diversified community recreation, cultural, athletic, social and human service program and administers these programs in the best interest of the community.

- Events: Plan, organize and successfully execute all events including, but not limited to Opening Day, Easter Egg Hunt, Memorial Day, July 4th, Labor Day and Oktoberfest. Also identify and purchase all necessary supplies. These events should run smoothly and result in a high degree of member satisfaction and also meet cost targets.
- Programs: Effectively manage all programs including Camp Ladera, Tennis Camp, Swim Team, Swim Lessons and miscellaneous summer events. The

expectation is that these programs will be responsive to the needs of the community, be well organized/supervised and also be operated within budget. New programs and events should be considered for various groups (seniors, teens, parents, etc.) such as exercise programs, game nights, book clubs, etc.

- Community Volunteers: Recruit event and program community volunteers as needed and work professionally and effectively with community volunteers to ensure positive relations and successful programs and events.

Membership: Overall assure positive membership satisfaction.

- Membership admin: Process all new membership applications in a timely manner. Ensure membership sign-up process on the website functions well and is user-friendly.
- Membership communication: Positive, professional and timely communications with membership (emails, voice mails, Ladera Crier communications).
- Community Relations: Be responsive to community needs and resolve any issues as necessary in a timely manner.
- Positive Culture: Develop and implement strategies to achieve a positive culture/environment for employees, members, guests, and the community.
- Member Satisfaction: Develop and distribute annual membership survey to collect feedback and understand member satisfaction post season. Goal to achieve at least 90% overall high level satisfaction.
- Code of Ethics: Adhere to professional code of ethics and ensure that all staff members also adhere to the Code of Ethics.

Marketing Communications: Develop and implement overall marketing efforts to assure positive communications with membership and the community and help raise awareness of the LRD and the programs and offerings.

- Website management: Lead efforts (with the assistance of a 3rd party company when needed) to maintain the LRD website, ensure it is up to date in a timely manner, recommend and implement adjustments and improvements to the LRD website.
- Newsletter: Distribute regular communications via digital newsletter to help drive enrollment in various programs and activities.

- Develop other marketing and communication strategies to ensure we are creating programs and events that will be well-attended.
- Neighborhood Publications: Write monthly report for the Ladera Crier on programs and events, use listserv to communicate news and updates, post notices and placards at LRD, Laderaland, Ladera entrance, Skillman sign, Shopper, and “T” as appropriate to ensure all neighbors are aware of plans.

Facilities: Overall assure facilities are well managed, organized, and maintained. GM will work with janitorial staff and contractors to ensure that a high level of safety and cleanliness is achieved.

- Safety: Maintain a high level of safety at the facility including setting and implementing rules/regulations around the pool and facility that will help ensure a high level of safety. (May include membership rules such as no glass, no running, no diving, no smoking, lifeguard training, etc.)
- Seasonal Administration: Clearly identify the many tasks required to open and close the facility for the season. Maintain an updated list and complete all tasks within the required time frame
- School Relations: Maintain a good working relationships with Woodland School and Las Lomas School District regarding adjoining yard, gym, and cooperative projects.
- Inspections/Compliance: Assure LRD is in full safety compliance across all government agencies as required. (Includes CAPRI and county inspections, etc.) Develop and maintain all policy/procedure manuals
- Cleanliness: Assure pool, grounds, locker rooms, tennis courts and surrounding grounds are kept to a high standard of cleanliness
- Capital improvements: Plan for necessary capital improvements to the facility
- Pool Management: Ensure that all pool and mechanical equipment is in good working order. Lead efforts to complete all repairs as necessary. Maintain accurate water chemistry at all times.
- Facility Management: Ensure that the facility and grounds are well maintained. This includes ensuring upkeep to the buildings, pools, tennis courts, landscaping, Ladera-land and the community path system
- Project Management: Professionally manage all large facility projects with adequate planning, cost targets, project milestones and documentation. Leverage in-house capabilities/skills to achieve quality results

with minimum cost. Also manage outside contractors to ensure quality workmanship and competitive costs.

Fiscal and Capital Management: Ensure the financial strength of the LRD by controlling expenses and monitoring revenues.

- Strengthen the LRD's financial position by increasing reserves on an annual basis. Goal is to add a minimum of \$50 k per year until overall **defined** targeted levels are achieved
- Budget: With the assistance of our accounting lead, develop annual revenue and expense budget based on most recent run rates and anticipated futures activity levels. Target accuracy is +/- 10%.
- Capital Improvement Plan: Develop and maintain capital improvement plan. Monitor, provide leadership and action as necessary.
- Audit: Prepare for financial audit and achieve a good audit report
- Accounting: Work with bookkeeper and staff to ensure accurate and timely accounts receivable and accounts payable functions.
- Day to Day Financial Management: Maintain effective administration to include cash management, collections, monthly bill payment, accurate financial records, payroll, expense management, bank account management. Ensure accounts payable and accounts receivable are functioning accurately and timely.
- Work with Bookkeeper to ensure that budgets, reports, accounting functions are current and accurate for LRD Board meetings.

HR/ Staffing: Plan and direct the selection, training, supervision and evaluation of all staff and community volunteers.

- Hiring and Employment: Attract, hire, train, and retain high-quality staff while complying with all county, state and federal requirements. Maintain all personnel records and documentation as required. Conduct thorough staff orientation.
- Training: Provide adequate supervision, training, counseling and development to maintain a high degree of productivity, morale and employee satisfaction.

- Payroll: Prepare and submit payroll to County. Prepare and submit Quarterly and Annual Payroll reports to EDD.
- HR/Development: Complete development activities for managers including workshops, webinars, sexual harassment training, 360 degree constructive feedback and cross training.
- Lifeguard Training and Scheduling: Ensure all lifeguards are certified and trained and that pool coverage is sufficient. Develop and maintain the lifeguard schedule as required.
- Staff Professionalism: Ensure that all staff demonstrates a high work-ethic, is on task, attentive to member needs and day-to-day facility needs, and maintains professional interactions with each other, supervisors and all membership.
- Compliance: Work with HR consultant and county to ensure that all compliance issues are addressed.

Day-to-Day On-site Operational Management: Be on-site to help manage the day-to-day operations to ensure a safe and positive environment.

- Staffing: Ensure appropriate staffing for the day, manage on-site staffers and volunteers, direct staff as needed, and apply managerial oversight.
- Facilities: Maintain a high level of safety and facility cleanliness and assure the staff is implementing rules and regulations around the pool and facility.
- Events: Ensure all-day of events are well staffed and effectively managed (both co-managers will likely need to be on hand during large events).
- Membership: Ensure memberships are processed in a timely manner, working closely with the assistant manager as memberships and payments arrive daily and require daily processing.

Board Relations: Report to the board on a regular basis and maintain positive working relations with the board of directors.

- Board Communications: Maintain ongoing communications with board of directors via monthly board meeting reports (Manager's report).
- Board Project Requests: Assure board is kept abreast of project implementation plans, delays, issues or challenges and come with ideas for resolutions and improvements.

Job Requirements

1. Education/Experience Required

- College degree in business, public administration, or other relevant area of study, or equivalent work experience
- College coursework specific to recreation management a plus.
- Minimum of five years relevant experience in recreation management.

2. Technical Skills Required

Certified lifeguard training, CPR certificate, and Safe Sport Training certificate.

- Ability to train and update certifications for lifeguards a plus.
- Knowledge and an advanced understanding of compliance issues associated with human resources, recreational programs, and workplace safety.
- High level of competency in using personal computer and business solutions software skills in software programs such as Excel, Word, and Outlook or equivalent.
- Ability to manage time effectively to maintain a high level of accuracy in preparing and maintaining all schedules.
- Solid attention to detail; ability to produce written documents, charts, and quantitative analysis with minimal direction.

3. Interpersonal Skills

Self-starter, self-motivated, adaptable, able to work with minimal direction in a high pressure environment.

Well established organizational and collaborative skills to work in a team environment.

- Demonstrated problem solving skills to resolve issues that arise.
- Requires ability to focus on many tasks and projects at once, while juggling frequent interruptions. High level organizational skills to balance and prioritize work.
- Positive interpersonal skills for interacting with support personnel, department co-workers, members, and LRD board.
- Managerial experience working with staff to motivate, delegate, counsel, provide feedback and keep people on task.

4. Language Skills

Exceptional communication skills to explain, resolve, present, and convey information effectively in person and in writing.

Fluency in the English language in both written and spoken formats.

5. Physical Demands/Work Environment

Work is in a recreation/pool environment and partially in an office setting, requiring frequent movement around premises. Frequent lifting of boxes and supplies around 50 pounds. Frequent walking around premises setting up furniture, pool covers, and supervising other physical work.

- Extensive use of computer and keyboard required for part of the work day.
- Requires the ability to focus on multiple tasks simultaneously, work in a high-paced, high-energy environment.
- Ability to adapt to frequent, ongoing interruptions in a very noisy recreation environment.