

CITY OF CHATTANOOGA

Classification Specification Title: Open Spaces Activation Specialist

Department: Parks & Outdoors

Pay Grade: GS.10

**Supervision Received From: Director Special Events &
Parks Programming**

FLSA Status: Exempt

Established: 1/8/18

Supervisory Responsibility For: None

Revision Dates: 4/2/25;

10/20/23; 1/11/2023

CLASSIFICATION SUMMARY:

Incumbents in this classification are responsible for connecting the City's open public spaces (parks) with the broader community and creating active and vibrant places for citizens. Incumbents will also be responsible for developing strategies to market programs and activities to attract public, private, and stakeholder involvement, identifying and matching interests and talents with the organization's needs in a wide range of areas, and identifying opportunities to market and promote the City's open spaces. Work requires limited supervision and the use of independent judgment and discretion.

SERIES LEVEL: The Open Spaces Activation and Engagement Specialist is a stand-alone position.

ESSENTIAL FUNCTIONS:

(The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.)

Performs administrative, supervisory and professional work in the planning, development and operation of comprehensive public recreation programs in the City's open spaces (parks).

Designs, implements, coordinates and maintains a structured volunteer program to support the city's open spaces.

Develops strategies to market programs and activities to attract public, private, and stakeholder involvement.

Manages park reservations for the City which includes handling walkthroughs, forms, and collection reports.

Develops, plans, prepares, implements and distributes educational, outreach and promotional materials, and other literature to publicize services, programs and events for assigned area of responsibility; coordinates the dissemination of materials to civic groups, schools, businesses, the public and/or other applicable individuals via traditional and non-traditional methods.

Plans, develops, coordinates and gives presentations to schools, government agencies, community groups, civic organizations, and neighborhood associations promoting programs and urging participation in open spaces events throughout the City.

Serves as a liaison to neighborhood groups and individuals to encourage use of the City's open spaces. Ensures that underserved communities, neighborhoods, and individuals are included in open space program development and usage.

Meets with volunteer groups to match volunteer's interests and talents with available and necessary projects in open spaces.

Coordinates the development, distribution and analysis of surveys. Identifies, coordinates, and performs a variety of training for volunteers and staff.

Solicits sponsorship for events, prepares related proposals, and conducts negotiations with sponsors. Coordinates special events and programs including work activities with other City departments, outside agencies and other groups.

Uses, carries and answers their cell phone for business purposes as determined by the assigned job duties and the department head.

Must meet regular attendance requirements.

Must be able to maintain good interpersonal relationships with staff, co-workers, managers and citizens.

Must accomplish the essential functions of the job, with or without reasonable accommodations, in a timely manner.

Performs other duties as assigned.

DEPARTMENT SPECIFIC DUTIES (if any):

MINIMUM QUALIFICATIONS:

Bachelor's degree in Environmental Science, Recreation and Park Administration, Public Administration, Communications, Marketing, or related field with experience in or related to professional level work in support of public recreation programs, developing and maintaining volunteer groups and developing/presenting marketing materials to a variety of public audiences using traditional and non-traditional methods; or any combination of equivalent experience and education.

LICENSING AND CERTIFICATIONS: Valid Driver's License

SUPPLEMENTAL INFORMATION:

Knowledge of area public and civic organizations and associations; public relations and marketing principles; budgeting principles; procurement principles and practices; applicable

Federal, State, and Local laws, ordinances, codes, rules, and regulations; and program coordination principles and practices.

Skill in providing customer service; interpreting, applying, and communicating applicable laws, ordinances, codes, rules, and regulations; using a computer and related software applications; monitoring budgets; marketing programs; applying independent judgment, personal discretion, and resourcefulness in interpreting and applying guidelines; identifying appropriate community resources based on applicable situations; and, establishing and maintaining effective working relationships with other employees and those contacted in the course of the work.

PHYSICAL DEMANDS: Positions in this class typically require reaching, standing, walking, fingering, grasping, feeling, talking, hearing, seeing and repetitive motions.

WORK ENVIRONMENT: Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently and/or negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for Sedentary Work and the worker sits most of the time, the job is rated for Light Work. Incumbents may be subjected to fumes, odors, dusts, poor ventilation and extreme temperatures.

SPECIAL REQUIREMENTS:

Safety Sensitive: N

Department of Transportation - CDL: N

Child Sensitive: Y

The City of Chattanooga, Tennessee is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer