



Job Title: Wellness Center Executive Director
Department: Wellness Center
FLSA Status: Exempt, Salaried, Full Time
Revised Date: 2/7/23 (Council created)

Accountability

Under the direct supervision of the City Administrator.

Job Summary

Responsible for the planning, promotion, development, organization, budget, day-to-day management, and administration of all aspects of the Seward Wellness Center and its employees.

Essential Job Functions

Supervises all day-to-day operations of the Seward Wellness Center, including oversight of maintenance; develops and maintains a comprehensive strategic plan detailing the components for sustainability of the Wellness Center, including infrastructure, administration, partnering organizations, training plans, policies, procedures, communications, and public relations; develops and maintains standard operating procedures for daily use and development of a membership database; creates and promotes membership drive program, with objective of continual growth and retention; coordinates Center activities and use with community sports organizations, non-profit organizations, partnering organizations, Concordia University, and local schools; supervises, promotes, implements, and evaluates various recreational programs for children and adults; assists in developing, preparing, and administering the Center's budget, including preparing cost estimates and justifications for budget recommendations, researching, and recommending capital improvement projects (CIP), and monitoring and controlling expenditures; participates in the development and implementation of related capital improvement projects as well as capital improvements on existing facilities; reviews manuals, reports, flyers, press releases, and social media promotions before launch; recruits, recommends, trains, schedules, supervises, and evaluates full-time, part-time, and volunteer staff in coordination with the HR Director and Assistant Recreation Director; develops, promotes, and administers fundraising events and programs; finds, applies for, and administers applicable grants to fund and sustain Wellness Center operations; oversees daily pool operations including working with the Pool Manager on programming, staffing, procedures, training, and maintenance; attends meetings of and works closely with the Seward Community Recreation Facilities Committee; works closely and collaboratively with Public Properties Director in assignment of duties for and utilization of shared staff, including the Assistant Recreation Director; keeps informed in all local, state and federal rules, regulations and laws affecting recreation programs, facilities, and activities; ensures compliance with any state or federal guidelines for pool or recreational facilities.

Additional Duties and Responsibilities

May attend City Council, Park & Recreation Board, and other meetings as requested; at the request of the Mayor, Council, or City Administrator may prepare reports on operations, usage, and projected revenues/expenses; may assist Assistant Recreation Director with dividing athletic teams, scheduling practices and games, and supervising youth/adult recreation programs as well as recruiting, selecting and training program coaches; and performs additional support for the Public Properties Department as requested.

Knowledge, Abilities and Skills

Knowledge of the operation, management, administration and promotion of all wellness center programming and services; modern principles and methods for developing and implementing a wide variety of recreation, social, and leisure activities for children and adults. Skill in assessing and monitoring community needs and trends including the ability to adapt programming; expertise in proactively developing, promoting, and administering creative fundraising programs/events, membership drives, and daily use procedures with little supervision; and proclivity to identify and administer long-range planning objectives. Good oral and written communication skills to effectively communicate on a daily basis with the public, committee members, community leaders, and other City Departments; high degree of organization skills to effectively administer Center objectives and associated recreation programs; aptitude to identify and maintain administrative systems for facility and program scheduling, calendaring, and other functions; comprehensive understanding of personnel, maintenance, and operations budgeting and ability to forecast revenues based on current and projected usage trends; strong supervisory skills required, with the ability including but not limited to: planning, coordinating, assigning, delegating, supervising, managing, and evaluating the work of subordinate personnel; ability to mentor, coach, and discipline employees in coordination with the HR Director; ability to establish and maintain effective working relationships with City officials, employees, volunteers, community leaders, contractors, and the general public; ability to work collaboratively and successfully with Concordia University, local

schools, local organizations, and local associations in scheduling and accommodating their programming; aptitude to learn and interpret rules, regulations, laws and ordinances affecting recreation programs and activities. Ability to: work evenings and/or weekends depending on programming and scheduled events; attend meetings and/or conferences in- or out-of-town; sit and/or stand for long periods of time; lift up to 50 lbs; experience occasional exposure to wet/humid conditions and pool chemicals.

Education and Experience

Graduation from high school or equivalent. Considerable experience—at least five (5) years of increasingly responsible experience in recreation facilities operations, management, or administration, including at least three (3) years in a director's (or equivalent) role; or Bachelor's Degree from an accredited four-year college or university with major course work related to either Health & Wellness, Exercise Science, Sports Management, Business Administration, or related field with at least one (1) year of comparable experience in a similar facility; at least two (2) years of experience with various computer programs and functions; or any equivalent combination of training and experience which provides the desirable skills, knowledge, and abilities deemed to be sufficient for the position.

Special Requirements

Possession of valid driver's license; possession of CPR and First Aid certificates, or the ability to obtain within six (6) months of start of employment.

Note: *The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be constructed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. This job description may be changed or updated at any time without notice.*