



THE TOWN OF CHAPEL HILL

Invites Your Interest in the Position of

PARKS and RECREATION DIRECTOR

Recognized as one of the best towns in the U.S. by the Guardian, the Town of Chapel Hill, NC seeks a strategic and innovative thinker to serve as its next **Parks and Recreation Director.**

Chapel Hill Parks and Recreation seeks a visionary leader for their next **Director** who is passionate about how parks and recreational programs increase quality of life for community members at all points along the age continuum. If you are an outstanding leader who is interested in shaping the footprint of parks in Chapel Hill, inspiring innovation in recreation programming, establishing new public-private partnerships, ensuring equity in programming and access, and attracting and developing talented staff to serve a broad set of customers, this opportunity is for you.

Why Chapel Hill?

- Equidistant from mountains and beaches
- Minutes away from Research Triangle Park with access to research and tech companies
- Home to University of North Carolina – CH
- Fare free bus system
- Well-educated and diverse community
- Community-minded businesses
- Political activism and public engagement
- James Beard award winning restaurants
- Seasonal festivals and community events
- Active, local music scene
- Iconic Downtown
- National Championship caliber Tar Heel athletic teams
- Passion for Carolina Blue!

Aerial view of UNC-Chapel Hill campus, the nation's first public institution of higher learning with a lively and successful Tar Heel sports program.



About the Community:

The Town of Chapel Hill, founded in 1819 and chartered in 1851, was named for the Church of England New Hope Chapel, which once stood atop the hill's crossroads. This thriving, multicultural university town has a population of over 60,000 and frequently appears in national "best place to live" listings. As home to the nation's first public institution of higher learning and a lively and successful Tar Heel sports program, Chapel Hill is a picturesque community of 21 square miles filled with trees, historic and mid-century architecture, and a thriving downtown.

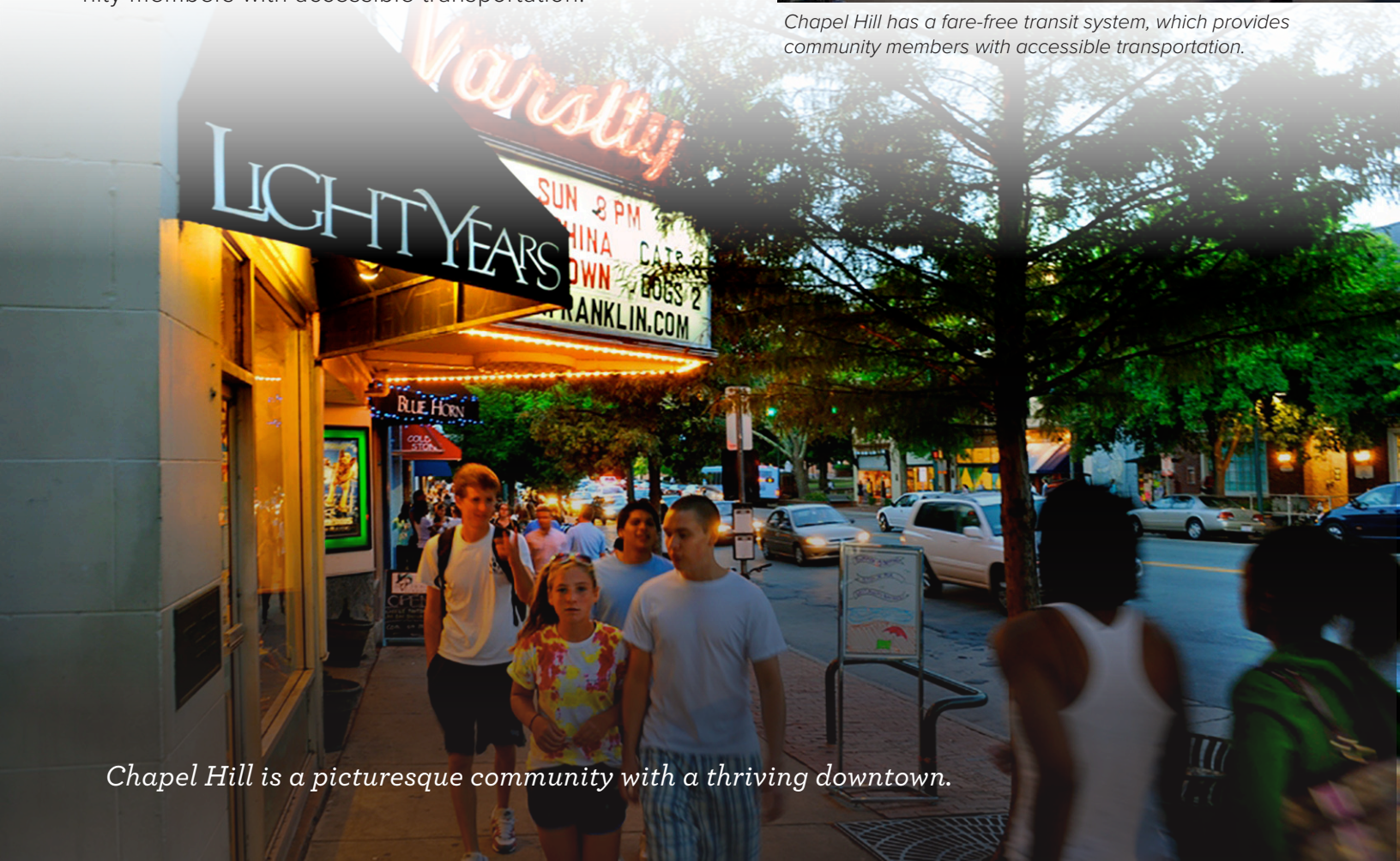
Chapel Hill is a recognized pioneer in education, research, and innovation — a place where ideas are born. Home to brilliant minds, award-winning restaurants, innovative businesses, highly rated public schools, museums, galleries, festivals and athletic events, and a vibrant music and performing arts scene, community members and visitors have an abundance of opportunities in this creative town. The Town's fare free transit system provides community members with accessible transportation.



The Town of Chapel Hill is filled with historic architecture, such as the Horace-Williams house, built in 1854 and today, providing meeting and event space, art exhibitions, and public education programs.



Chapel Hill has a fare-free transit system, which provides community members with accessible transportation.



Chapel Hill is a picturesque community with a thriving downtown.

Chapel Hill community members enjoy ...



dazzling gardens ...



greenways, trails and more than 700 acres of parks and open space ...



pedestrian-friendly neighborhoods ...



and close proximity to Research Triangle Park and Raleigh-Durham International Airport.

Town community members, who are passionate about supporting the Tar Heels and showcasing their Carolina Blue, are equally passionate about equity and inclusion, environmental sustainability, and community character. Our community enjoys pedestrian-friendly neighborhoods, greenways, and trails, and more than 700 acres of parks and open space. Lovely in springtime with woodland wildflowers, greenways and trails, dazzling gardens with azaleas blooming in multicolor, Chapel Hill clearly has a thing for nature. Its love affair with trees dates back to 1889, when cutting down a tree in town was punishable as a misdemeanor and carried a \$20 fine.

Located in the beautiful piedmont region of central North Carolina, Chapel Hill sits within a few hours of the coast and the beautiful Blue Ridge Mountains and is less than a 30-minute drive from Research Triangle Park and the RDU International Airport. Our major employers are the University of North Carolina at Chapel Hill, UNC Health Care, Chapel Hill/Carrboro City Schools, and Blue Cross/Blue Shield of NC. These thriving institutions help account for a stable employment base that is consistently rated above state and national benchmarks. Our emerging entrepreneurial community is led by LaUNCH, an internationally recognized business accelerator program and collaborative venture of the Town, Orange County, and University. Demographically, the racial composition of the town in the 2020 census was 71% white, 14% Asian, and 10% black. About 7% of the population was Hispanic or Latino of any race.



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About the Organization:

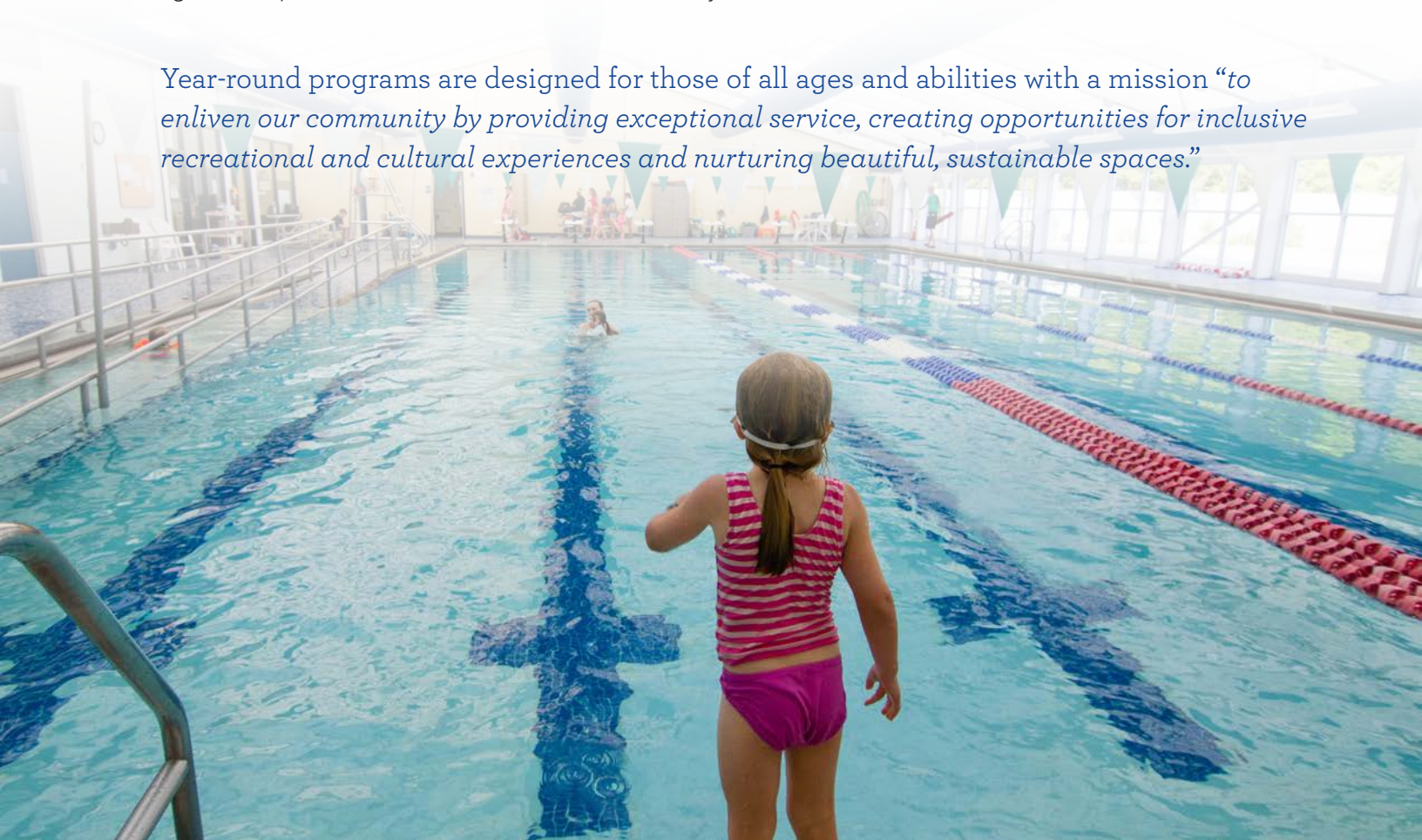
Operating under a Council-Manager form of government, the Town Manager reports to the Mayor and eight at-large Council members. The Town's [values](#) – RESPECT (Responsibility, Equity, Safety, Professionalism, Ethics, Communication, and Teamwork) serve as a compass in accomplishing their mission and objectives. Furthermore, our values are reflected in our behavior and daily decisions. As a result, residents have consistently rated Chapel Hill as “high-performing” in [biennial community surveys](#). Chapel Hill's [strategic focus](#) including Environmental Stewardship, Economic and Financial Stewardship, Affordable Housing, Connected Community, Vibrant and Inclusive Community, Safe Community, and Collaborative & Innovative Organization is guided by the community vision established in the Chapel Hill [2020 Comprehensive Plan](#) and is incorporated into the organization's [departmental business plans](#). The Town has an approved [\\$129 million budget](#) for FY 22 – 23 with 715 benefitted full-time positions and 200 non-benefitted positions. More information about the Town can be found [here](#).

About the Department and Position:

The Parks and Recreation Department has 55 full-time and up to 150 part-time employees in four divisions (Business Operations, Park Maintenance, Planning, and Recreation), with an annual operating budget of \$7.7M and over \$10M in planned capital improvements. The Department operates and maintains over 730 acres of public spaces, including 8 community parks, 17.6 miles of greenways and natural surface trails, 4 swimming pools (3 indoor pools), 2 recreation / community centers, 14 tennis courts, and 6 pickleball courts, and 4 municipal cemeteries.

Reporting to the Town Manager and overseeing two direct reports – Parks and Recreation Assistant Director and Senior Manager – Park Planning and Operations, the **Director** is responsible for fulfilling the department's mission by leading staff to meet strategic goals. The next **Director** will nurture relationships with key collaborative partners including the Chapel Hill Parks, Recreation and Greenways Commission.

Year-round programs are designed for those of all ages and abilities with a mission “to enliven our community by providing exceptional service, creating opportunities for inclusive recreational and cultural experiences and nurturing beautiful, sustainable spaces.”



Key Priorities:

- Working with staff and the community to revise or develop a new comprehensive parks and recreation plan for the Town.
- Continued planning for proposed new facilities including a splash pad, an inclusive playground, and Town owned land which will have new park elements.
- Planning and implementing trail expansion efforts and offering safe alternative transportation routes along a busy vehicular corridor.
- Facilitating upgrades to facilities and equipment within the park system, including tennis courts and playgrounds.
- Working with the Friends of Chapel Hill Parks, Recreation, and Greenways and other community partners to further strengthen and grow resource development opportunities.

Qualifications:

A Bachelor's degree with municipal parks and recreation experience — specifically 5 or more years of successful and progressive levels of responsibility in both parks and recreations divisions ***is required***. Master's degree and CPRP certification are strongly preferred.



The Successful Candidate Is:

- effective in cultivating an outstanding workforce through leadership, innovation, collaboration, communication, and proactive management of staff talent and succession planning;
- experienced in collaborating with others to create and support innovative athletics, cultural, educational, and parks and recreation events and programs through marketing analysis and promotion skills;
- committed to the highest level of customer service and community collaboration by understanding community needs, modeling effective skills, providing effective training, ensuring accountability against quality standards, and routinely seeking stakeholder input to effectively achieve Town goals;
- an outstanding project manager with experience in capital project implementation and programming innovation;
- a proactive collaborator who easily builds partnerships with internal and external stakeholders;
- a strategic thinker with demonstrable experience effectively monitoring and evaluating the efficiency and effectiveness of service delivery methods and procedures against performance metrics;
- skilled and creative in revenue and budget management, leveraging limited resources, and working effectively with Parks and Recreation partners to maximize complex partnerships within a Town departmental system;
- experienced in building support for accreditation;
- an excellent and effective communicator, including one on one, small groups and public speaking who possesses outstanding skills in interpersonal communications and intradepartmental and interdepartmental relations;
- an active participant in community relations through personal support of and engagement in departmental programs; and,
- a passionate educator and advocate for the department and its employees.



Chapel Hill Parks & Recreation offers a myriad of recreation programs and cultural activities for all ages and social backgrounds.



Salary:

The **hiring range** for this position is \$126,000-\$145,000. Compensation is negotiable based upon experience and qualifications.

To apply, please visit

<https://www.governmentjobs.com/careers/developmentalassociates>

and click on the

Parks and Recreation Director – Town of Chapel Hill, NC title.

To learn more about the selection process, visit <https://developmentalassociates.com/client-openings/>, select “Client Openings” and scroll down to “Important Information for Applicants.” All applications must be submitted online via the Developmental Associates application portal — NOT the Town Employment Application portal, nor any other external website; it is not sufficient to send only a resume. Resumes and cover letters must be uploaded with the application. Applicants are encouraged to apply by February 19, 2023. Successful semi-finalists will be invited to participate in virtual interviews and skill evaluation on March 21-22, 2023. Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate.

All inquiries should be emailed to

hiring@developmentalassociates.com.

The Town of Chapel Hill is an Equal Opportunity Employer.



The recruitment and selection process is being managed by Developmental Associates, LLC



Benefits:

The Town of Chapel Hill has an excellent benefits package. View more information [here](#).

Health Insurance

Dental Insurance

Retirement Health Savings Plan

Paid Time Off (Vacation, Sick, Holidays, Funeral Leave, Parental Leave)

Local Government Retirement System

Supplemental Retirement Plans
(5% contribution to NC 401K and Optional 457 Deferred Compensation Plan)

Disability Insurance (Short Term, Long Term, Optional Voluntary Short Term)

Life Insurance

Employee Assistance Program

Direct Deposit

Credit Union

Free Parking

Annual Longevity Payment after Year 5

Tuition Assistance

