



CUPERTINO



City of Cupertino

DIRECTOR OF RECREATION
AND COMMUNITY SERVICES

Recruitment Services Provided by Ralph Andersen & Associates



The Opportunity

The City of Cupertino, California is conducting a national search for a progressive and transformational recreation leader to become Cupertino's Director of Recreation and Community Services. This is an outstanding opportunity for a career professional to join a first-class city. The City of Cupertino is a financially stable and conservative organization, well-resourced, and nimble. This provides a powerful environment to effect change and to be innovative.

Cupertino, The Heart of The Valley

The City of Cupertino is a community rich in economy, culture, and sunshine. With one of the most diverse, progressive, and technologically savvy populations in Northern California, Cupertino has quickly become a city that people like to talk about.

A booming community in its own right, Cupertino (population 60,550) lies at the center of Silicon Valley's compass. A short drive can take you south to San Jose and the campuses of the world's leading technology firms, north to San Francisco and the Bay, or west to the redwoods of the peninsula and the shores of the Pacific.

Within the City's borders is a thriving business community that is home to some of the greatest innovators in technology – companies like Apple Inc. and Seagate. For outdoor recreation, Cupertino offers more than 150 acres of parkland, including Blackberry Farm with its 9-hole golf course. For indoor recreation, the Cupertino Sports Center and Cupertino Senior Center offer a range of activities, while the City's library presents events and activities for both kids and adults. Restaurants in Cupertino reflect the City's rich and ethnically diverse population, bringing cuisine from around the world.

Quality schools and closeness to high-tech jobs make Cupertino a desirable Silicon Valley address for a highly educated and culturally diverse population. More than 60 percent of residents aged 25 years or older hold a Bachelor's degree or higher. More than 40 percent of the City's residents were born outside of the United States.

Education, innovation, and collaboration are the hallmarks nourished by the City government, the community, and local industry.

City of Cupertino

The City of Cupertino is a General Law city with a council-manager form of government. The City Council has five members who are elected at-large to overlapping, four-year terms. The Council members themselves elect the Mayor and Vice Mayor for a term of one year. The Mayor and Council appoint the City Manager who is charged with implementing policy decisions made by the elected Council, which the City Manager accomplishes through delegation to appropriate departments. The City Manager is also responsible for the annual City general fund budget of \$133 million.

Recreation and Community Services Department

The Recreation and Community Services Department consists of approximately 35 staff members and an annual budget of \$14.6 million. The Department is organized into three divisions that are roughly equal in size:

- The **Business and Community Programs Division** is led by a Recreation Manager who oversees the Quinlan Community Center, Memorial Park, Community Hall, and reserved picnic

sites for private events, classes, and recreation department activities. This Division is also responsible for the City's many special events.

- The **Recreation and Education Division** is led by a Recreation Manager and provides for the administration and coordination of youth and teen programs throughout the City through the implementation of after school enrichment classes, camps, special events, preschool, and volunteer opportunities. The Leadership 95014 program provides a leadership training opportunity for adults living and working in the Cupertino community as well as diverse programming provided at the Senior Center for everyone 50 years and older.
- The **Sports, Safety, and Outdoor Recreation Division** is led by a Recreation Manager and includes a comprehensive offering of recreation programs for all ages including sports leagues, camps/classes, nature programs, volunteer opportunities, drop-in activities, and special events. Aquatics programs, golf, and specialty classes are offered seasonally.

Two commissions, the Parks and Recreation Commission and the Teen Commission, are advisory to the City Council and staff. Both commissions have liaisons staffed by the Recreation and Community Services Department.

The Position

Reporting to the City Manager, the Director of Recreation and Community Services is responsible for the development and administration of programs designed to promote a positive, healthy, and connected community.

The Director of Recreation and Community Services will be responsible for planning, organizing, directing, and supervising assigned divisions and sections of the Recreation and Community Services Department including strategic planning and optimizing the Department for maximum effectiveness.

Specific responsibilities include:

- Lead and develop the Recreation and Community Services Department, including allocation of staff and resources, hiring, staff development, training, terminations, and performance appraisals.

- Serve as a member of Cupertino's executive leadership team addressing city-wide policy, management and strategic issues.
- Ensure all divisions provide outstanding customer service to Cupertino's residents.
- Negotiate and administer contractual agreements with other entities, both governmental and non-governmental; maintain effective relationships with the contracting agencies to ensure adequate service delivery.
- Advise the City Manager, City Council, commissions, boards, and others regarding recreation and community services issues.
- Represent the City to the Teen Commission, the Parks and Recreation Commission, various advisory boards and committees, professional organizations, local, state, and federal agencies, and other organizations.
- Assume responsibility for planning, preparing, and administering the Recreation and Community Services Department budget including the provision of both operational and capital needs.
- Administers the contract for library services with Santa Clara County and serves as liaison to the Library Commission for related issues.

Challenges and Opportunities

The next Director of Recreation and Community Services will be presented with a number of known challenges and opportunities in which to excel including:

- A vendor has recently been selected to supply Cupertino's recreation software, leaving implementation as a key challenge for the incoming Director. The vendor selection process included staff participation, increasing support for the transition.
- A new parks master plan is on the horizon, helping to provide direction for the future.
- Cupertino is a city rich with civic engagement and programming. With nonprofits and other organizations providing recreational activities, there needs to be a collaboration to ensure the community's needs are met, but not overserved.
- The development of better metrics for the Department's performance will be an aid to both the new Director and the City overall.



- A recent reorganization has help provide career opportunities and promotions to newly created first-line supervisor positions. Continued career development, coaching, and mentoring will be needed to ensure a viable succession plan is in place for the future.
- For a contemporary city like Cupertino, there will always be a challenge to keep the programming fresh and vibrant.
- The next Director will lead a staff that is long-tenured, with a strong culture of customer service.

The Ideal Candidate

In addition to being ethical, well qualified, and experienced, the next Director of Recreation and Community Services for Cupertino must possess certain traits that will be essential for success:

- Strong leadership is needed with the demonstrated ability to inspire, encourage, and support a talented and dedicated staff.
- With a number of changes on the horizon, including the implementation of new recreation software, there is a need to manage the change to achieve the best outcomes. Previous experience with recreation technology implementations is an asset.
- The ideal candidate will understand that change and progress are most successful when performed in a methodical and well communicated environment.
- The ability to skillfully communicate with persuasiveness and advocacy cannot be understated. Effective communication is key – within the organization, to the City Council, and to the community.
- The next Director must be able to communicate effectively with people at all levels including citizens, employees, management, and the City Council.
- Operating with complete support from management, the successful candidate will have an opportunity to be innovative and facilitate change.

Qualifications

The following are minimum qualifications for this position:

Education: A Bachelor’s degree in recreation, sociology, public administration, or a related field from an accredited college or university is required.

Experience: Five years of managerial level experience in public recreation and community services that includes experience in the administration of a variety of community services programs is required.

Compensation and Benefits

The annual salary range for the Director of Recreation and Community Services is \$155,336 - \$188,812. Placement within the approved salary range will be dependent upon career experience and qualifications.

The City also offers a comprehensive benefit package including:

- CalPERS Retirement:
 - » New employees to Cupertino hired after 12/29/12 with prior CalPERS (or reciprocal agency) service: 2.0% @ 60; City pays .75% of employee contribution and employee pays remaining 6.25%.
 - » New employees with no prior CalPERS service or a break in CalPERS service of 6 months or more: 2.0% @ 62; employee is required by law to pay 50% of the Normal Cost that currently equates to 6.25%.
- Choice of health insurance; portion of family premium paid by the City and fully or partially paid premium for employee, depending on plan.
- Monthly contribution of \$163 per month into a Health Reimbursement Arrangement account.
- Fully paid life and long-term disability insurance.
- Partially paid vision and dental insurance.
- Fully paid Employee Assistance Program.
- Educational reimbursement up to \$1,200 for approved coursework.
- 12 holidays plus 20 hours of floating holiday time annually.
- 8 hours of sick leave per month.
- 10 to 22 days of vacation annually.
- 24 hours of administrative leave annually.
- 9/80 work schedule and partial-telecommuting available.
- \$400 credit that can be used to pay for recreation activities and programs within the City.
- Cupertino Sports Center membership.

Recruitment Process

This is a confidential process and will be handled accordingly throughout the various stages of the process. Candidates should be aware that references will not be contacted until mutual interest has been established.

All interested candidates should **apply by October 7, 2016** to Ralph Andersen & Associates by submitting a compelling cover letter, comprehensive resume, and three years of salary history to apply@ralphandersen.com. Top candidates will be invited for a comprehensive interview process tentatively set for late October.

Prior to final interviews, candidates will be required to sign a release form to authorize verifications to be conducted including employment history, degrees obtained, and other certifications.

Confidential inquiries are welcomed to Mr. Greg Nelson at 916.630.4900, extension 137 or email to greg@ralphandersen.com.

The City of Cupertino is an equal opportunity employer.

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