

THE CITY OF LOS ANGELES



CIVIL SERVICE COMMISSION

**CLASS SPECIFICATION****9/27/07****EXECUTIVE DIRECTOR EXPO CENTER, 2475**

**Summary of Duties:** Under the administrative direction of the General Manager Recreation and Parks, the Executive Director Expo Center is responsible for planning and organizing all activities of the Expo Center including various public participation programs requiring the incumbent to interact with the multitude of stakeholders representing the various entities existing in the Corridor, including staff of the various museums, educational facilities, and athletic venues as well as the Expo Center Board, community leaders, Recreation and Parks Commissioners, Park Advisory Board Members and members of the City Council. Through subordinate supervisors, directs the planning, organization and implementation of appropriate recreational programs including the conduct of aquatic, senior citizen, sports, therapeutic and child care programs; acts as an ex-officio member of the nonprofit advisory Expo Center Board which is comprised of business and community leaders organized to raise and expend funds; organizes and conducts annual multi-million dollar fund raising events, including grant seeking to support and expand Expo Center Programs and capital projects; represents the Department of Recreation and Parks as a member of the Figueroa Arts, Sports and Entertainment Corridor which includes the California Science Center, Natural History Museum of LA County, Aerospace Museum, California African American Museum, the Los Angeles Sports Arena, Los Angeles Memorial Coliseum, the University of Southern California, the Science Museum School, and the Science Education Resource Center; develops and provides recreational opportunities complementing the programs offered by the other tenants of Exposition Park; and manages the maintenance, security, and expansion of Expo Center and its attendant sports fields, community center and corner parks within the Exposition Park complex.

**Distinguishing Features:** The Director of Expo Center is distinguished from a Principal Recreation Supervisor in that while the latter class is responsible for a comprehensive recreational program located within a geographic area, the former, in addition to being responsible for comprehensive programming, is also responsible for the construction, maintenance and security of a unique facility located on a 148 acre site owned primarily by the state of California and governed by the State, County, and City. The class of Executive Director of Expo Center is further distinguished from the class of Principal Recreation Supervisor in that it also has responsibility for managing and maintaining an Olympic sized swimming facility, maintaining and preserving the Rose Garden, working with the non-profit Expo Center Board and representing the City of Los Angeles when working with the various stakeholders of Exposition Park and of the Figueroa Arts, Entertainment and Sports Corridor. Principal Recreation Supervisors have responsibility for fundraising; however, the bulk of their operating dollars comes from the Recreation and Parks' budget while a significant amount of funding for Expo Center will come from public and private sponsorships procured by the Executive Director of Expo Center. The class of Executive Director of Expo Center has significant responsibility for developing and maintaining relationships with non-profit and corporate organizations.

Assignments normally are received in general terms and work performance is evaluated on the basis of public acceptance and participation in activities, including successful fund raising. The work requires the exercise of administrative, managerial and supervisory expertise in the areas of operating a multi-million dollar complex offering a broad spectrum of services and programs to a diverse population. While an employee in this class is responsible for the overall function of a particular discipline, specific activities and programs are carried out by employees with expertise in their particular areas of responsibilities.

**Example of Duties:** The Executive Director of Expo Center, either directly or through subordinate supervisors:

- Acts as executive director for and coordinates the activities of the Expo Center;
- Represents the Department of Recreation and Parks in the design and construction phase of the complex;
- Directs the construction, repair, landscaping and maintenance of facilities within the Exposition Park complex;
- Establishes contact and negotiates with individuals, corporation and government agencies to obtain grants, endowments, and donations;
- Develops and maintains a broad volunteer support group;
- Plans, directs and coordinates the activities of Expo Center's administrative support function including accounting, budget, material and equipment management, and personnel management;
- Directs the preparation of the annual Expo Center work program and budget for personnel, supplies and equipment;
- Directs the supervision of specialists assigned to the various disciplines offered at Expo Center and evaluates the results of specialized programs;
- Reviews and evaluates the work of subordinate supervisors;
- Ensures compliance with Occupational Safety rules and regulations;
- Applies City personnel rules, policies and regulations including equal employment opportunity and affirmative action;
- Administers applicable provisions of relevant MOU's;
- Works with city staff in requesting, administering and expending bond funding, block grant and FEMA funds and reporting to the various agencies and governmental bodies exercising oversight;
- Works with the Expo Center Board, Recreation and Parks staff, Park Advisory Board, members of the Figueroa Arts, Sports and Entertainment Corridor, and community groups in developing a marketing strategy for the complex including addressing issues such as parking, transportation and security;
- Develops relations with other Exposition Park tenants and promotes interest in Expo Center;
- Maintains liaison with community organizations, youth service agencies, school representatives, athletic organizations, senior citizen organizations, and disability advocacy groups;
- Reviews and approves the programs offered at the facility;
- Analyzes and evaluates the effectiveness of the programs;
- Directs the compilation and analyses of statistics on attendance and programming and initiates programs to effect greater economy and improved program contents;

- Approves the ordering, assigning and issuing of supplies and equipment; and
- Supervises the scheduling and coordination of security, maintenance and custodial services at the facility.

### **Qualifications**

#### **Knowledge of:**

##### **A good knowledge of:**

- Developing a community based operation designed to provide a multitude of recreation opportunities and services to a diverse population as well as expanding a regional center attracting patrons from throughout the greater Los Angeles area;
- Managing capital campaigns and negotiating with individuals, corporations, and government agencies to obtain grants, endowments and donations; and
- Principals, practices and methods of public recreation and park administration as required for the administration of a comprehensive recreation and facility maintenance program.

#### **Ability to:**

- Establish and maintain excellent relations with public officials, private citizen and civic groups;
- Prepare and present clear and concise reports; and
- Plan, coordinate and supervise a large staff in a program of recreation and park administration.

**Requirements:** Seven to ten years of increasingly responsible management level experience in an agency that conducts professional recreation programs or provides community services for a diverse community during which time applicant has managed an annual budget of at least one million dollars, has raised a minimum of \$75,000 in donations annually, and has conducted at least one capital campaign.

Individuals employed by the City of Los Angeles with at least two years of full-time paid experience in a position at least at the level of Recreation Supervisor managing staff engaged in area recreation programs or specialized Citywide recreational activities are also invited to apply.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the limitations.

**As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what all of the duties, responsibilities, and required qualifications of any position shall be.**