



Job Title	Parking Enterprise Director	FLSA Status	Exempt
Band	SMG	Probationary Period	12 Months
Zone	1	Job Code	17596

Class Specification – Parking Enterprise Director

Summary Statement:

The purpose of this position is to direct all operations and activities for the Parking Enterprise. This is accomplished by developing and implementing policies and goals; and assigning priorities and delegating authority to appropriate staff. This position is key to the economic development of downtown as the enterprise is a tool for development and redevelopment. The Director collaborates with other City Departments, the Downtown Development Authority, real estate entities, Utilities, boards and commissions regarding transportation issues, as well as, the design, development and modification of new and existing parking facilities. This position develops long-range strategic economic and parking plans for integrating parking and transportation demand management needs with community development, land use, growth management, downtown revitalization and economic development issues. The position identifies and implements technology improvements, including, but not limited to parking and access revenue control, security, online interfaces and interfaces between parking management systems. Position establishes and monitors key performance indicators to ensure the highest level of service is provided to customers in the most effective and efficient manner.

Essential Functions	Note: Regular and predictable attendance is an essential function in the performance of this job.
Time % (All below must add to 100%)	Note: Time spent on each essential function will vary based on operational needs and is only intended to be an approximation over the course of a full year.
40%	Direct the Parking Enterprise by developing the vision, goals, objectives, priorities, and policies. Collaborate with City Departments, the Downtown Development Authority, real estate entities, and Utilities regarding transportation issues, the design, development and modification of new and existing parking facilities. Coordinate and implement solutions as advised and recommended by the City's Downtown Development Authority Parking Advisory Committee.



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25%	Direct the Parking Enterprise in coordination with the Parking Enterprise Manager to accomplish the work plan for on-street parking meters and off-street parking operations; coordinate special events and projects with other departments, divisions, and outside agencies; monitor and improve effectiveness of service delivery methods. This position will report to the Chief of Staff and will coordinate very closely with the City's Economic Development Officer to develop defined business strategies to accomplish the desired economic projects to meet the needs of established and developing businesses in the City's downtown area.
25%	Perform special project management by collaborating with internal and external stakeholders to develop on-going capital improvement projects; developing short and long term project goals and objectives; and investigating feasibility of funding resources.
10%	Provide support and advisement to the Chief of Staff, to the Chief Financial Officer, Economic Development Officer, City Council, and Mayor; respond to and resolve politically sensitive issues; conduct organizational studies and investigations; and make presentations to a variety of boards and commissions.

Competencies Required:
Human Collaboration Skills: Decisions regarding interpretation of policies may be made. Contact may involve support of controversial positions or the negotiation of sensitive issues or important presentations. Contacts may involve stressful, negative interactions with the public requiring high levels of tact and the ability to respond to aggressive interpersonal interactions.
Reading: Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.
Math: Advanced - Ability to apply fundamental concepts of theories, work with advanced mathematical operations methods, and functions of real and complex variables. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.
Writing: Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.



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Technical Skills Required:

Advanced Skills and Knowledge: Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively.

Relevant Background and Formal Education: Demonstrated skills, competencies, and knowledge required for this job are most often acquired through the following practical experience and level of academic education and training as suggested below.

Education: Bachelor’s degree from an accredited college or university with major coursework in business administration, public administration, or a related field.

Experience: Ten years of full-time professional management experience including three years of leadership and supervisory responsibility.

Certifications and Licenses: Must possess or be able to acquire the following certifications and/or licenses.

Certifications required in accordance with standards established by departmental policy.

Supervision Exercised:

Work requires managing and monitoring work performance of a department including evaluating program/work objectives and effectiveness, establishing broad organizational goals and realigning work and staffing assignments for the department.

Supervision Received:

Receives Administrative Direction: The employee normally performs the duty assignments within broad parameters defined by general organizational requirements and accepted practices. End results determine effectiveness of job performance.

Fiscal Responsibility:

This job title oversees budget preparation of a division or department budget. Reviews and approves expenditures of significant budgeted funds for the department or does research and prepares recommendations for organization-wide budget expenditures.



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Physical Demands:
 Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.

Environmental Conditions	Frequency
Primary Work Environment	Office Environment
Extreme Temperature	Several Times per Week
Wetness and Humidity	Several Times per Week
Respiratory Hazards	Several Times per Month
Noise and Vibrations	Several Times per Month
Physical Hazards	Rarely
Mechanical and/or Electrical Hazards	Rarely
Exposure to Communicable Diseases	Never

Machines, Tools, Equipment, and Work Aids: Vehicle, hard hat, hand and power tools, personal computer, printers, scanners, IR probes, electronic kiosks, and credit card machine.

Specialized Computer Equipment and Software: Microsoft Office.

The description above is intended to represent only the key areas of responsibilities; specific job assignments, duties, and environmental conditions will vary depending on the business need of the department and the particular assignment.

Original date: August 2018