

**EAST BAY REGIONAL PARK DISTRICT**  
**REVENUE & ADMINISTRATION MANAGER**

**GENERAL FUNCTION:**

Under general direction, this position serves as the District's business manager for a wide variety of revenue generating and special use programs not provided by in-house services and programs. Serves as the District's principal point of contact for businesses, entrepreneurs and non-profit groups wishing to discuss park related commercial or special recreational use proposals. Performs representational duties internally and externally with District departments, Board committees and full Board, outside agencies, general public and special interest groups.

**ESSENTIAL FUNCTIONS:**

Serves as the District's principal administrator for all concessionaire, vendor, special use, communication site lease and residence rental agreements. Develops policy and guidance proposals covering initiating and administering all District revenue and special use agreements. With the assistance of a subordinate analyst, conducts initial, renewal or replacement negotiations determining if proposed or existing business partnerships are consistent with District policy, procedures, and Master/Land Use Plans; financial terms are sound; and operations, services and products offered will benefit both the District and park visitors. Initiates Requests for Proposal (RFP) and coordinates their review with appropriate District staff and submission to the Board of Directors for approval. Maintains all appropriate documents related to revenue generating agreements with overall responsibility for monitoring status, performance, financial compliance, and terminations. Also negotiates special use agreements with non-profit groups and organizations for use of District parks and facilities. In coordination with District staff, determines if proposals are consistent with District policy and plans, and pose no legal or financial liability on the District. Manages lease/rental agreements for various District properties that are used for commercial communications businesses, and over thirty-five District residential properties rented to employees for safety and security purposes. During the summer season, and with the assistance of a seasonal intern, oversees park admission fee collections, hiring seasonal gate attendants and tracking and monitoring revenue data. Within the Department, administers all special service contracts associated with park operations. Manages a small Operating and Capital Budget and develops, justifies and defends proposed budget submissions.

Maintains awareness of recreational, service and business trends that could be both financially rewarding to the District and provide expanded or new programs and services to park visitors. Proactively markets the District and its varied parks and facilities to potential business partners. Participates in the District business and park planning process, providing revenue expertise and assistance to various committees and working groups. Prepares and reviews a variety of correspondence, Board material, procedural manuals and reports. On call to respond to a wide range of potential public operational or maintenance emergencies, as well as disasters caused by fire, flood, earthquake, or other natural events.

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OTHER FUNCTIONS AND DUTIES:

Supervises one full time technical support and one seasonal employee performing the full range of supervisory functions, i.e., selection, direction, performance management, employee and labor relations and assuring workplace safety. Supervisory responsibilities for seasonal gate attendants are limited to selection and training session.

MINIMUM QUALIFICATIONS:

Education: A Bachelor's Degree from an accredited college or university in business administration, marketing, financial management, park or recreation management, or a closely related field; and

Experience: Four years of experience in contract negotiation and administration or marketing in the public sector or in the leisure and recreation services industry. At least two of the four years of experiences should be at the supervisory level.

Substitution: A Master's Degree in business administration, marketing, financial management or a closely related field may be accepted as an equivalent to a maximum of one and a half of the four years of experience.

OR AN EQUIVALENT COMBINATION OF EDUCATION AND EXPERIENCE

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of appropriate business and marketing principles and practices related to revenue generating activities in the public sector. Thorough knowledge of contract law and administration. General understanding of leisure and recreational services and the ability to determine related costs, and profitability. Ability to supervise the work of assigned personnel and accomplish assigned program tasks within budgetary constraints. Well developed verbal and written communication skills and the ability to work cooperatively with divergent groups.

SPECIAL CONDITIONS OF EMPLOYMENT:

A valid California State driver's license is a condition of initial and continued employment in this position.

REPORTS TO: Chief, Park Operations

Employment Category: Management, Range MG02  
Adopted by Board:  
Resolution #: 1984-7-196  
Revised by General Manager: 12/31/2001  
Revised and Approved by General Manager: 8/19/2008