DEPARTMENT OF NATURAL RESOURCES
POSITION DESCRIPTION

Working Title: Recreation Partnerships Section Chief
Classification Title: Natural Resources Program Manager
Work Location: Central Office - Madison

PURPOSE OF THE POSITION:
The Recreation Partnership Section Chief leads and supervises the Bureau’s Recreation Partnership Section. This role leads, establishes and maintains relationships with all partners relevant to the Bureau of Parks and Recreation Management including non-profit and friends groups, volunteers, units of government, associations/councils relating to parks, recreation, tourism, and/or businesses/vendors. The role actively engages in public participation processes and addresses program communications management and strategy with external groups/individuals that are relevant to the Department of Natural Resources (DNR). Specifically, this position will be the primary point of contact for the Friends of Wisconsin State Parks, oversee the friends group program, direct the volunteer program, oversees the national scenic trails program, direct the cooperative recreational property program, oversee all concession contracts, and direct special events on department properties. In addition, the position will also work with a variety of internal staff to ensure successful recreation partnerships and communications. Participates in various teams such as the Parks Management Team.

GEOGRAPHIC SCOPE AND TRAVEL REQUIREMENTS:
The working location is in the Departmental Natural Resources’ Central Office, Madison, WI, within the Bureau of Parks and Recreation Management, Fish, Wildlife and Parks Division. The geographic scope of work is statewide. The incumbent is required to travel frequently throughout the state for meetings.

SCOPE OF AUTHORITY:
This position reports to the Bureau Director of Parks and Recreation Management will supervise the section’s staff with various employment status.

Goals and Activities:

25 % A. Foster and maintain relationships with Friends of Wisconsin State Parks Liaison(s)

A1. Direct the relationship between the program and the Friends of Wisconsin State Parks. Attend quarterly meetings and lead program executive committee meetings with the organization. Maintain regular direct communication with the group’s President and Executive Director.

A2. Ensure the Friends of Wisconsin State Parks and the program are working collaboratively toward common goals and objectives. Develop annual goals and objectives for partnership opportunities

A3. Oversee all co-hosted projects performed by the group; including park sticker sales, volunteer days, local friends group grants, work play earth day, first day hikes, etc.

A4. Facilitate communication sharing between the group to ensure consistency in communication delivery to local friends group and DNR property managers.

A5. Coordinate one high profile partnership project between the Friends of Wisconsin State Parks and the program on an annual basis.
20%  B. **Provide Friends Group and Volunteer guidance**

B1. Direct the program’s friends group and volunteer program through the creation and implementation of consistent communication, policies, standards, and procedures.

B2. Direct the development of friends, group agreements and associated documentation. Ensure agreements are maintained, expectations are clearly communicated, and conflicts are resolved in a timely manner.

B3. Oversee creation, implementation, and ongoing review of a volunteer program to include communication, recruitment, training, position descriptions, performance review, policy and standards, data collection, and volunteer recognition.

B4. Coordinate annual communication strategies and messages for volunteers and friends groups to ensure consistency in messaging and transparency in expectations.

B5. Supervise the development of yearly program goals and objectives to focus volunteer and friend’s group efforts in methods that have the greatest positive impact of program customers.

B6. Attend local friend’s group meetings as necessary to achieve department goals.

25%  C. **Establish and maintain relationships with park/recreation/tourism related partners**

C1. Work with and consult with public/quasi-public agencies, private and not-for-profit organizations, concessionaires, chamber of commerce, tourism groups on recreation partnerships, including state trail cooperative agreements. Resolve conflicts and solve problems in a timely manner.

C2. Maintain liaison and provide staffing services to the Governor's Advisory Council on State Trails and Non-Motorized Recreation Trail Transportation Council or related groups impacting parks and recreation.

C3. Provide guidance to not-for-profit conservation organizations on recreation initiatives and coordinate grants from the stewardship program for their projects.

C4. Coordinate, with the National Park Service and the Ice Age Park and Trail Foundation, the state designated Ice Age Trail Project or related groups impacting parks and recreation.

C5. Coordinate, with the National Park Service and the North Country Trail Association, the state designated North Country Trail Project or related groups impacting park and recreation.

C6. Coordinate the programs communications strategic planning/management.

15%  D. **Provide leadership, supervision and direction for the Recreation Partnership Team**
D1. Lead, supervise, assist, coach and mentor section staff, while administering personnel rules and work rules.

D2. Recruit, interview, and recommend hires for the section while supporting the Department’s Affirmative Action goals and diversity initiatives.

D3. Establish employee work plans, and monitor the work performance and expected accomplishments of personnel.

D4. Determine training needs, recommend appropriate training opportunities and approve training requests, and conduct training as appropriate.

D5. Recommend or initiate appropriate action when performance or behavior is below acceptable standards or conflicts with policy, accepted procedure, work rules or law.

D6. Conduct performance reviews and develop performance objectives and measurements.

D7. Approve time sheets, travel vouchers and leave requests.

D8. Develop and administer the section budget.

D9. Serve as a member of the Parks Management Team and Bureau’s Operations Team

10% E. Establish and ensure consistency with concession and partnership agreements

E1. Direct all concession and partnership agreements (and/or special events) to ensure consistency and department goals and interests are maintained

E2. Direct communication with DNR legal team to ensure legal compatibility of contracts.

E3. Identity and work with potential partners to enhance the WSPS visitor experience.

E4. Direct the continual evaluation of department property offerings and recreational opportunities to maximize customer experiences on department properties.

E5. Direct the creation of special events policy, standards, and operational procedures

E6. Work with special event partners to maximize customer opportunities and experiences.

5 % F. Develop communication strategy with staff, stakeholders, partners and customers

F1. Direct all formal program of communication both inside and outside of the program/agency.

F2. Coordinate with division communication staff and the Office of Communication.

F3. Oversee and ensure implementation of program communication policy.

F4. Oversee the programs communication strategy with staff, stakeholders, partners, and customers.
KNOWLEDGE, SKILLS AND ABILITIES

1. Knowledge of public participation principles and techniques including public relations
2. Knowledge of applied public sector park and outdoor recreation management
3. Knowledge of building and grounds maintenance including accessibility, turf
   maintenance, preventative maintenance and inspection requirements, pesticide
   application, waste disposal and recycling programs, wastewater treatment and public
   water supply
4. Knowledge of natural resources management principles and practices as it impacts parks
   and recreation
5. Skills in building and maintaining relationships with public and private partners which
   includes non-profit groups, friends groups and other organizations that impact park and
   recreation issues
6. Skills in supervision or leadership (leading a team and supervising, team building,
   supervising, mentoring, coaching, establishing priorities and delegation, recruitment,
   staffing, hiring, mentoring, evaluating, training, and constructive criticism and
   discipline)
7. Skills in strategic/business planning principles (policy analysis, strategic program
   formulation with goal setting, budgeting for strategic purposes, and execution through
   implementation, quality improvement principles and evaluation.)
8. Skills in interpersonal relationships & partnership/team building and working
   cooperatively
9. Skills in communication strategies and management of policies /program for public and
   private groups
10. Skills in communications (oral and written) including presentation/public speaking
11. Skills in computer software including word processing, spreadsheet applications, internet,
    e-mail applications and document management and general office equipment.
12. Skills in customer service techniques and principles
13. Skills in time management, including multi- tasking and in work planning
14. Skills in applied business management skills within an operation that has size, scope, and
    complexity comparable to that of Wisconsin State Parks system
15. Skills in decision making/ problem solving/conflict resolution
16. Skills in negotiations with contracts and agreements (to anticipate future needs,
    challenges and identify potential options and constraints; critically evaluates information
    to promote the most effective position with).
17. Ability to adequately interpret parks and recreation policies and programs including
    statutes, rules, handbooks, policies, processes development
SPECIAL REQUIREMENTS
This position must possess a valid Wisconsin driver’s license or have the ability to travel to field offices and properties as needed. The position requires regular travel throughout the state to attend meetings and overnight conferences normally in the range of 1-5 days in duration.

PHYSICAL REQUIREMENTS & ENVIRONMENTAL FACTORS
Physical requirements include speaking in front of groups, sitting for long periods of time, finger dexterity, hearing, and seeing. Environmental requirements include working primarily indoors in an office setting. The majority of the physical work is in the light range with only minimum lifting of equipment and objects. Ability to use a computer, FAX machine, printing equipment, cell phone, telephone, mobile devices, calculator, copy machine, audio-visual equipment, and motor vehicles.

TELEWORK
Due to the nature of this position’s duties, telework is not a feasible option.
Addendum

DEPARTMENT PERFORMANCE OBJECTIVES

**Safety:** Ensures a culture of safety within the work unit. Demonstrate responsibility for the safety and health of employees. Monitor effectiveness and ideas for improvement. Ensures that staff is provided safety information and training, and for insures that all operations are performed with the utmost regard for the safety and health.

**Decision Making:** Able to analyze situations fully and accurately to reach productive decisions. Consults appropriate parties when necessary and identifies the key concerns and/or issues that need to be addressed in order to make the best decision possible, at the correct level of the decision hierarchy. The desired outcomes for this competency include excellence and credibility in decision making.

**Service Excellence:** Makes customer service a top priority and constantly seeks to improve customer service. Is responsive to changes in what customers want and need. Delivers on promises made to customers and follows up appropriately. The desired outcome for this competency is a strong connection to our customers.

**Effective Communication:** Able to express ideas in a clear, concise and effective manner, whether speaking or in writing. Uses correct grammar and sentence structure in communications. Is a good listener, even when differing viewpoints are being expressed. Openly shares information and keeps all relevant parties updated. The desired outcome for this competency is strategic unity built on trust.

**Interpersonal Relationships:** Builds and maintains effective working relationships with others both internally and outside the organization; takes a positive and productive approach to resolving any conflicts which may arise. Exemplifies the commitment to the DNR’s core value of respect; to work with people, to understand each other’s views and to carry out the public will, maintain integrity, and treat everyone with fairness, compassion and dignity. The desired outcome of this competency is a shared mind set and pool of meaning.

**Leadership:** Fosters and encourages support from his/her team to accomplish objectives, follow procedures, and accepts suggestions; inspires confidence and respect; motivates people to achieve agency goals and objectives; promotes respect, honesty, integrity, and fairness to all. Enforces standards/rules fairly and consistently and leads with courage. The desired outcomes for this competency are accountability through ownership of the work, staff alignment with agency direction, and full engagement of all employees.