

Job Description (DRAFT)
Parks Coordinator

The role of the Parks Coordinator is to ensure effective communication regarding the City of Key West's 36 public parks, maximizing their efficiency, use, value, visibility and accessibility. Within City staff, the Parks Coordinator works interdepartmentally, liaising between Community Services, Police, Fire, Public Works, and others to streamline event coordination and minimize scheduling conflicts. For the public, the Parks Coordinator plays a similar role, liaising between community stakeholders – eg. Parks users, and businesses and community groups adjacent to the Parks – and overseeing a transparent process for scheduling programs and events.

The Parks Coordinator maintains one or more online calendars that are easily accessible as needed to City staff, Parks users, and the general public. He/she also raises the visibility of the Parks through press releases, social media and other means, both about specific events and general issues regarding Parks use.

As with other interdepartmental positions, the Parks Coordinator reports to the City Manager. He/she is also the dedicated staff person for the Parks Advisory Board, facilitating the flow of information and policy recommendations between it and City staff and the Commission.

Although the position initially encompasses coordination of the City's 36 Parks, given sufficient resources it could be broadened to include other public spaces and programs where numerous public and private entities intersect, eg. Mallory Square, and Mall on Duval.

Specific responsibilities of the Public Spaces Coordinator may include:

1. Devising and maintaining events calendars for use by City staff and contractual partners (eg. event organizers).
2. Devising and maintaining events calendars for the public.
3. Encouraging access to the public spaces by communicating to businesses and community groups how they can use them
4. Generating marketing materials to promote use of the Parks
5. Regularly communicating with stakeholders what is happening in the Park that might impact their work.
6. Convening stakeholders periodically to ensure effective communication and collaboration
7. Identifying opportunities and challenges and convening the necessary partners to respond effectively.
8. Where none exists, clarifying a shared vision among stakeholders for use of the Parks, establishing a measurable set of goals and objectives, and reporting annually on progress.