SHAKOPEE
PARKS AND RECREATION

POSITION DESCRIPTION

TITLE: Community Center and Outreach Manager
CLASSIFICATION: Manager
DEPARTMENT: Parks and Recreation
REPORTS TO: Director of Parks and Recreation
STATUS: FT
PAY GRADE: 180
LAST REVISED: December 16, 2025

SUMMARY

The Community Center and Outreach Manager oversees the day to day operations of the Shakopee Community Center, leading guest services, memberships, and drop-in programs. This role provides staff leadership, ensures outstanding customer service, develops marketing strategies, and builds strong community partnerships. The position also drives outreach initiatives to engage residents, increase participation, and strengthen connections across the community.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Manages the day to day operations of the Shakopee Community Center.
- Supervises community center staff, both full time and part time to include hiring, training, performance evaluation, scheduling, and payroll.
- Assists the Parks and Recreation Director in developing, evaluating, and refining policies, procedures, and operational standards.
- Assists the Director of Parks and Recreation in development and management of the fee structure and membership options.
- Develops and implements both short-term and long-term facility plans focused on increasing community usage, improving operational efficiency, and enhancing user satisfaction.
- Oversee scheduling and allocation of facility amenities, including drop-in programs and open-use activities such as open gym, walking track, and fitness center access, ensuring alignment with community demand and operational capacity.

- Partners with the City Communications team to create and manage marketing and digital content.
- Oversees the customer service experience by ensuring front-line staff are trained to provide responsive, inclusive, and service-oriented support to all patrons.
- Develop, implement, and maintain a comprehensive customer service program designed to ensure consistent, high-quality interactions, enhance community satisfaction, and support continuous improvement across all department operations.
- Act as the agency's CAPRA accreditation manager, spearheading the initial accreditation process and maintaining it thereafter.
- Build and maintain strong relationships with community organizations, stakeholders, and partners while gathering and analyzing data to evaluate and improve outreach efforts, programs, activities, and facility operations.
- Assists in development of the annual budget for the community center, monitors expenditures and revenues within assigned budgets to ensure compliance with budget parameters and city policies and procedures.
- May present at council meetings as needed.
- All other duties as assigned

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

- Strong written and verbal communication skills, including public speaking, report writing, and professional correspondence.
- Ability to read and interpret business publications, technical procedures, and regulations.
- Proficiency in Microsoft Office Suite (including Excel), recreation/municipal software, dashboard tools, and social media platforms.
- Skilled in operating standard office equipment and using web-based email, timesheet, and registration systems.
- Comprehensive understanding of outreach strategies, community engagement, public relations, and marketing.
- Experience in recruitment, training, supervision, performance evaluation, and fostering a collaborative team culture.
- Strong leadership and organizational abilities with experience managing staff, budgets, and resources to achieve operational goals.
- Demonstrated analytical and problem-solving skills to collect data, evaluate programs, and implement innovative solutions.
- Proven ability to assign, instruct, and prioritize staff work in alignment with organizational goals.
- Capacity to build and maintain positive, professional relationships with coworkers, supervisors, partners, and the public.

- Adaptability, creativity, and resourcefulness in managing multiple priorities and addressing community needs.
- Ability to mentor and inspire staff and volunteers to deliver high-quality programs and services.

MINIMUM QUALIFICATIONS

- Bachelor's Degree in recreation, leisure services, public administration or related field.
- 3 years of supervisory experience in recreation or fitness facility management.
- Valid driver's license required.
- American Red Cross CPR, AED and First Aid certification or ability to obtain within 6 months of hire.

DESIRED QUALIFICATIONS

- NRPA - Certified Parks and Recreation Professional

WORKING CONDITIONS & PHYSICAL DEMANDS

- Work environment includes both an office setting and work in various outdoor settings.
- Moderate to loud noise levels, depending on location.
- Some exposure to outdoor weather conditions during the summer season, including heat, wind, rain, and sun.
- Flexible schedule required, including evenings and weekends, to attend meetings. events, and ensure smooth operations.
- Regularly required to sit, stand, and move about the workspace.

EQUIPMENT REQUIRED TO PERFORM JOB

- Desktop Computer
- Desktop Phone
- Copy/Scanner/Fax Machine
- Laminator
- Postage machine
- Cell phone
- Department Vehicle