



The City Beautiful

City of Coral Gables Job Description

Job Title: Parking Director
Department: Public Works/Parking Division
Classification: 0720
Pay grade: 34E
FLSA: Exempt

Prepared Date: 06/2014
Approved By: 
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Summary

Under the broad policy guidance of the City Manager this position serves as a key member of the City's leadership team with direct responsibility for the effective implementation of City-wide strategic and operating initiatives. The Director oversees the long-range planning function, operations and management of the parking department which generates revenues in excess of ten million dollars annually. Implements strategies and systems to enhance operations, management of employees, customer satisfaction, and budget management. Must be able to think strategically and exercise considerable initiative and independent judgment.

Essential Duties and Responsibilities

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification.

Directs and manages a City-wide and department specific parking program consistent with the City's goals and initiatives ensuring high-quality customer service, professional standards and quality controls.

Develops and manages annual operating budget of 10.5 million dollars; forecasts revenues and expenses.

Develops and implements long range and annual action plans to meet the needs of a growing City.

Provides overall direction and strategy regarding policies, procedures, and regulations to the City.

Demonstrates leadership by advocating for innovation and strategic change, and promoting the development of a diverse and engaged workforce.

Oversees operation of comprehensive parking management database. Supervises database applications, parking assignment process, permit issuance; ensuring accurate data, maximum usage of space and optimum revenue.

Manages and develops a qualified staff, ensuring professional and courteous service from all employees in support of the City's mission, values, customers and stakeholders.

Directs and oversees surveys and feasibility studies to determine the impact on traffic patterns and demand for parking.

Remains informed of cutting edge technologies and advancements in municipal parking programs.

Directs and oversees parking enforcement and citation collections initiatives.

Works collaboratively with and regularly interacts with other agencies, boards, authorities, commissions and civic groups.

Pursues ongoing professional development through course attendance, professional organizations, and meetings/conventions to stay informed of technological advancements and trends in the industry.

Acts as Secretary to the Parking Advisory Board.

Conforms with and abides by all regulations, policies, work procedures and instructions.

Conforms with and abides by all applicable safety rules which includes wearing and using all appropriate safety equipment.

Performs other related tasks as required.

Knowledge, Skills, and Abilities

Thorough knowledge of current principles and practice of municipal parking administration, government budgeting and personnel management. Extensive knowledge of laws, statutes and regulations governing public parking facilities, parking enforcement and contract compliance. Demonstrated commitment to the value of public service and stewardship. Ability to create, analyze, and utilize a variety of reports and records, Must have the ability to interpret and analyze parking issues and handle resolution appropriately. Must be proficient in the use of Microsoft Office programs and be familiar with automated accounting and parking management systems. Must have the ability to present technical information clearly to lay and professional groups. Ability to establish and maintain effective working relationships with employees, peers, officials, other agencies, and the public. Good verbal and written communication skills are necessary. Ability to supervise the work of others in a manner conducive to full performance and high morale.

Physical Requirements

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of telephone and personal contact as normally defined by the ability to see, read, talk, sit, stand, hear, hands to fingers dexterity, handle, feel or operate objects, read and write English. Physical capability to effectively use and operate various items of office equipment; such as but not limited to a personal computer, calculator, copier and fax machine. Work is predominately indoors within a usually quiet to moderately noisy environment. May involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight 5 to 20 pounds. May involve extended periods of time at a keyboard or work station.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Minimum Education and Experience

Bachelor's degree or higher from an accredited college or university with major course work in administrative services, business management, public administration or related field.

Minimum ten years progressively responsible administrative and managerial experience in a medium to large size operation.

Experience administering and supervising parking department within a municipality preferred.

Active member, Florida Parking Association (FPA) preferred

Active member, International Parking Institute (IPA) preferred.

Valid Florida Driver's License