

# THE UNIVERSITY OF PRINCE EDWARD ISLAND

## POSITION DESCRIPTION

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**POSITION TITLE:** Director, Athletics & Recreation

**VP/FACULTY:** Vice President, Administration and Finance

### JOB SUMMARY

The Director, Athletics & Recreation is responsible for setting the vision, strategy and long-term management approach for Athletics at the University of Prince Edward Island.

Under the general direction of the Vice President, Administration and Finance the Director, Athletics & Recreation provides strategic leadership that promotes and sustains an organization that offers comprehensive recreational, health and wellness and competitive sports programming for students, staff, faculty and community members.

The Director, with support from the Athletics Department staff, encourages participation and support by students, the University and the public at large. This position ensures compliance with University, USports and AUS policies and protocols. The Director is responsible to champion a culture of respect, equity and diversity throughout the organization. This position is responsible to maximize revenue generating activities for the program as well as to ensure adherence to approved budgets, financial policy and guidelines.

### ORGANIZATIONAL STATUS

The Director, Athletics and Recreation reports to the Vice President, Administration and Finance. They are accountable to:

- The Vice President Administration and Finance for
  - delivery and execution of an Athletics & Recreation strategic plan as well as budgetary control and prudence.
  - management of the Athletics & Recreation team and creating a positive public image of the programs that the University of Prince Edward Island offers.
  - execution of various systems that enable continual development of Athletic & Recreation departmental programs and processes that enhance excellent customer service.
- The faculty, staff, students of UPEI and the Island Community for competitive team sport organization and program offerings that provide exceptional sport experiences for all users.

### WORK PERFORMED

1. Leads the Athletics and Recreation function by setting the vision and strategy and formulating the strategic plan for the area. Annual targets and goals will be set that support the University Strategic Plan. The Director will work with senior administration to identify future organizational needs in relation to the strategic plan in order that Athletics can meet those needs.
2. Responsible for the development and maintenance of global and unit budgets, allocates budgets to units and ensures spending guidelines are followed to ensure an effective and efficient operation. Monitors expenditures and revenues, identifies and takes action to resolve variances.
3. Supervises departmental complement which includes managers, staff and coaches, assigns tasks and/or delegates responsibility and monitors performance and provides formal performance feedback. Counsels and provides training and development opportunities to enhance performance. Selects and recommends direct reports and resolves concerns as required.
4. Provides overall leadership direction of recreational, health and wellness and varsity sport programming. Oversees coaching function to ensure strict adherence to USports and AUS policies and philosophies, ensures academic performance of varsity athletes is being achieved, provides

support and guidance in the recruitment of student athletes and oversees appropriate expenditures to provide for a quality facility and equipment.

5. Represents the department on University and national sports governing bodies and carries out assigned responsibilities. This position will play a key role in the development and implementation of departmental policies and procedures and will ensure University policies are adhered to.
6. Communicates and liaises with the University community at large, in person and by correspondence regarding athletics and recreational successes and develops and maintains positive relationships with students, staff, faculty, alumni, and members of sports governing bodies as well as community based organizations and agencies.
7. In conjunction with the Department of Development and Alumni Engagement, develops fundraising goals and activities for review by senior administration. Seeks and realizes revenue opportunities for facilities, teams and programs by fostering current and potential partnership with the corporate sector and alumni. Practices stewardship over booster clubs members and looks to assist sports which may not have benefit of such clubs.
8. Ensures that programs, facilities and resources are in place to offer quality service to clients/participants, students, varsity athletes, faculty, staff and the community. Ensures that the University's recreational facilities are managed and maintained to optimize revenues and that the service delivered is exceptional.

## **CONSEQUENCE OF ERROR**

This position requires vision, judgement and diplomacy. The inability to successfully develop and implement an appropriate Athletics and Recreation strategy will prevent the university from achieving its strategic plan and objectives, and significantly impede its objectives as a community partner. Not being able to deliver high quality programming, sports teams and a high level of customer service may jeopardize increased recruitment and retention as well as athletic support.

## **SUPERVISION RECEIVED**

This position works independently under the direction of the Vice President Administration and Finance.

## **SUPERVISION GIVEN**

Directly supervises the Athletics and Recreation staff and coaching staff.

## **QUALIFICATIONS**

1. Completion of a degree in Business Management/Sports Management is required and a Master's degree in a related field is considered an asset.
2. A minimum of 5 years' experience in sport and recreation administration preferably in a University setting
3. Knowledge of USports and AUS regulations.
4. Demonstrated experience and success in fundraising and marketing.
5. Effective organizational, problem-solving, planning and analytical skills.
6. Strong communication skills, demonstrated in complex work environments, with a proven ability to hold dialogues with a wide variety of stakeholders including community, student body, alumni and sponsors. A proven ability to listen to needs and concerns and to build confidence through follow-up actions.
7. Demonstrated ability to present to and converse with senior stakeholders.
8. Proven ability in cultivating, managing and sustaining effective working relationships within the University environment as well as with the community and sport based organizations.