RIVERFRONT PROGRAM MANAGER

DISTINGUISHING FEATURES OF THE CLASS: This position reports to the Commissioner of General Services and functions as a senior professional staff member. The Riverfront Program Manager will lead the City’s riverfront revitalization efforts and programs, including the implementation of the City’s management plan for Corning Park and the ongoing planning for development of the entire riverfront area from the USS Slater to the I-90 Bridge. The Riverfront Program Manager will be responsible for the creation, production, planning and supervision of City programs related to riverfront programming and special events. The incumbent serves on all related boards, committees and other related development organizations as the City’s designee. He/she will work and frequently interact with several City operating departments such as Special Events and Development and Planning, government officials, business leaders, community and neighborhood organizations and the public at-large. This position may oversee lower level staff during various riverfront events and projects.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Researches, develops and implements activities for development and revitalization of City-owned riverfront property from the USS Slater to the I-90 Bridge, a span of approximately 2 miles, utilizing the newly created pedestrian walkway and band shell, for the use and enjoyment of the City’s population;
- Coordinates the overall management of the riverfront areas, including maintenance, public safety, visitor center operations, special events, park rules and regulations, marketing, fundraising and ongoing planning;
- Identifies possible revenues including grants to sponsor riverfront activities and events;
- Coordinates with the Division of Special Events and the Department of Development and Planning to ensure funding is secured;
- Recruits not-for-profit organizations, civic organizations and other entities to stage events at the riverfront;
- Acts as the City’s designee and may serve on, or serve as staff to, any temporary or permanent committees established for the purpose of riverfront planning or development;
- Works with consultants on marketing and planning;
- Oversees staff at the riverfront park, including maintenance and seasonal employees;
- Prepares annual marketing plan and budget for the riverfront park as part of the Department of General Services budget submission;
- Enters and retrieves information in an automated information system;
- Performs related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Thorough knowledge of programming, marketing, public relations and fundraising;
- Good knowledge of financial reporting and budgeting;
- Good knowledge of personal computers and office equipment;
- Excellent communication and organizational skills;
• Ability to establish effective working relationships with boards, committees, elected officials, the media and the public;
• Ability to supervise and coordinate the work of others;
• Ability to prepare financial, credit and budgetary reports;
• Ability to work independently;
• Ability to maintain a high degree of professionalism;
• Initiative;
• Dependability;
• Good judgment;
• Resourcefulness;
• Integrity;
• Tact and courtesy;
• Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

A. Graduation from a regionally accredited or New York State registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Bachelor’s degree in business administration, public administration, urban planning, engineering, architecture, marketing or related field, and three (3) years fulltime paid experience in business administration, public administration, urban planning, municipal planning, economic development, community development, municipal planning, real estate, banking, engineering, architecture, marketing or related field; OR

B. Graduation from a regionally accredited or New York State registered college or one accredited by the NYS Board of Regents with an Associate’s degree as described above, and five (5) years of paid fulltime experience as defined by the limits of “A” above.

SPECIAL REQUIREMENTS:

• A valid NYS Driver’s License is required at the time of appointment and for the duration of employment.
• The terms of employment require the use of an employee’s vehicle for transportation.
• Position requires the ability to work Saturdays, Sundays, and holidays.

Preference may be given to individuals who have experience in communication, computer, financial, credit and budget skills and/or experience.