

Comparative Evaluation Criteria for Ranking Asst. Recreation Director Candidates

Candidates that meet or exceed the minimum criteria will be evaluated and rated by the following comparative criteria. To the extent that a criterion is based on the evaluation of a candidate's experience, the candidate has provided a resume that will allow for a meaningful evaluation of their work and life experiences.

Ratings of Highly Advantageous (HA); Advantageous (A); Not Advantageous (NA); or Unacceptable (U) will be given to each of the following criteria for each candidate. A composite rating will then be determined. A composite rating of Highly Advantageous or Advantageous may be assigned only if a candidate has received at least one such rating among the criteria listed below.

An "Unacceptable" rating in any one of the criteria may eliminate the candidate from further consideration.

To the extent that an Evaluation Criterion requires the certification of fact and a candidate's certification as to that fact shall be an adequate response provided, however, that on request the candidate shall provide such evidence as the Town may request to support that fact.

The following criteria will be used in the evaluation of the candidates:

- 1. The experience of the candidate in managing, maintaining and operating a first-class recreation department or business. As used in this criterion, the term "first-class" shall mean a comparably sized entity at which the quality of the facilities, breadth of programming and extent of public events are of at least the equivalent or better quality than that found at the Yarmouth Recreation Division.**

Highly Advantageous - More than five (5) years' experience by the candidate at a private, municipal or military (MWR) facility serving a wide variety of demographics.

Advantageous - Three (3) to five (5) years' experience by the candidate at a private, municipal or military (MWR) facility serving a wide variety of demographics.

Not Advantageous - Less than three (3) years' experience by the candidate at a private, municipal or military (MWR) facility serving a wide variety of demographics.

Unacceptable - No experience by the candidate at a private, municipal or military (MWR) facility serving a wide variety of demographics.

2. **The candidate's ability to plan, create, implement and evaluate large programs and events that require the coordination of multiple volunteers and staff.**

Highly Advantageous – Candidate shows 3 to 5 years of experience in a public facing position leading hundreds of people that required creativity, multi-tasking, implementation and monitoring of large groups of staff and/or volunteers.

Advantageous - Candidate shows less than 3 years of experience in a public facing position leading hundreds of people that required creativity, multi-tasking, implementation and monitoring of large groups of staff and/or volunteers.

Not Advantageous - Candidate shows experience in a public facing position assisting with community programs or special events

Unacceptable – The candidate has not experience running or assisting in any form of programming or events

3. **The experience of the candidate to develop and manage large budget, be responsible for accounts payable and receivable, has experience with procurement laws and maintains safety certifications.**

Highly Advantageous – Candidates shows more than 5 years of responsibility for an operating budget <\$500,000, and supervision of <30 staff and volunteers requiring certifications and special training

Advantageous - Candidates shows 3 to 5 years of responsibility for an operating budget up to \$500,000 and supervision of 20 staff and volunteers requiring certifications and special training.

Not Advantageous - Candidates shows less than 3 years of responsibility for some budget oversight and supervision of some staff or volunteers.

Unacceptable - No information provided regarding budget or supervision experience

4. **Candidate shows understanding of Recreation Division's role in building community, strengthening family unity, providing opportunities to create lifetime memories and developing character in children and adults.**

Highly Advantageous – Candidate shows a diversity of experience in sports, arts, music, cultural and wellness programming as well as an understanding of how participation in these activities strengthens our community.

Advantageous - Candidate shows a diversity of experience in sports, wellness and one other category of programming as well as an understanding of how participation in these activities strengthens our community.

Not Advantageous - Candidate shows experience in participating in sports programs

Unacceptable – Candidate has no experience overseeing community programs

5. **Candidate has a broad understanding of traditional marketing and new social media and digital media platforms. Candidate can manage and create content and manipulate postings for optimum effectiveness. Candidate can create print marketing materials.**

Highly Advantageous – Candidate demonstrates 5 or more years of experience overseeing marketing and advertising in five or more media venues (print, radio, television, YouTube videos, Constant Contact or other social media platforms).

Advantageous - Candidate demonstrates an understanding of and some involvement in the development and implementation of a marketing and advertising plan using both traditional and digital platforms.

Not Advantageous – The candidate is comfortable using in-house software to create flyers and program announcements.

Unacceptable – The candidate has no experience either creating or implementing any form of media announcements.

6. **The candidate has experienced speaking publicly about the benefits gained through utilizing their services and has a history of securing grants, donations and in-kind services.**

Highly Advantageous – The candidate has 5 or more years of experience securing grants and donations as well as sponsorships and scholarship funds. The candidate has lead a major fundraising event.

Advantageous – The candidate has up to 3 years of experience raising funds in support of programs or has assisted in the writing of grants.

Not Advantageous - The candidate has assisted in securing team or event sponsorships under \$100 each.

Unacceptable – The candidate has no experience soliciting or accepting outside donations.