



15 South School Street, PO Box 273, Mayville WI 53050

Phone: 920.387.7900 Fax: 920.387.7919

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Job Title: TAG Center Director

Department: Parks and Community Services

Reports To: Mayor and Common Council

FLSA Status: Exempt

Location: Mayville TAG Center, 1700 Breckenridge Street, Mayville, WI

Position Summary

The TAG Center Director is a senior leadership position responsible for the overall management, strategic direction, and daily operation of the TAG Center—Mayville’s community wellness and aquatics facility. The Director oversees all aquatics programs and pool operations, manages staff and facility logistics, ensures safe and compliant operations, and provides a welcoming and inclusive environment for residents and members. This position serves as a key advisor to City leadership on facility planning, community wellness initiatives, and long-term capital needs.

Key Responsibilities

Leadership & Strategic Planning

- Provide strategic leadership for the TAG Center, establishing long-term goals, policies, and operational standards to ensure effective delivery of wellness and aquatic services.
- Oversee management of all TAG Center facilities, including fitness areas, gymnasiums, indoor/outdoor pools, and multipurpose spaces.
- Build and maintain partnerships with local schools, organizations, and community groups to enhance facility use and community engagement.
- Serve as a key advisor to City leadership regarding facility operations, wellness initiatives, and future development planning.

Program Development & Oversight

- Oversee and evaluate all aquatic programs, including swim lessons, aquatic fitness offerings, safety trainings, and pool-based programming.
- Ensure offerings are safe, accessible, and responsive to the needs of TAG Center users.
- Stay updated on trends and best practices in aquatic services and facility operations.

Staff Management

- Recruit, train, supervise, and evaluate full-time, part-time, and seasonal staff, including lifeguards, aquatics personnel, front desk staff, and support staff.



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- Foster a positive, team-oriented culture and provide ongoing training and professional development opportunities.
- Ensure staff maintain required certifications and remain compliant with all safety and aquatic regulatory standards.

Facility Management & Operations

- Oversee daily operations of the TAG Center, including pool maintenance, water quality testing, scheduling, and lifeguard coverage.
- Coordinate with maintenance and public works staff for facility repairs, upgrades, and capital improvements.
- Ensure compliance with all safety, health, accessibility, and aquatics regulatory requirements.

Financial & Administrative

- Develop, manage, and monitor the TAG Center's operating and capital budgets.
- Identify and pursue grants, sponsorships, and funding opportunities that support facility operations and aquatics initiatives.
- Manage TAG Center memberships and updates to membership records.
- Prepare reports, presentations, and updates for the Mayor, City Administrator, and Common Council; respond to public inquiries regarding TAG Center operations.

Safety & Compliance

- Ensure all facility operations comply with applicable safety, health, and legal standards, including ADA, OSHA, and aquatic regulations.
- Develop and maintain emergency response plans, risk management procedures, and regular safety audits.
- Respond to incidents or emergencies at the facility as required.

Qualifications

Education

- Post-high school education, such as a bachelor's degree in Public Administration, Facility Management, Aquatics Management, Physical Education, Sports Facility Management, or a related field.

Experience

- Minimum of 3–5 years of progressively responsible experience in aquatics or facility management, including at least 3 years in a supervisory or managerial role.



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Certifications

- **Certified Pool Operator (CPO):** Strongly preferred; required for public pools in Wisconsin.
 - **Aquatic Facility Operator (AFO):** Accepted as an equivalent to CPO.
 - **CPR/First Aid/AED:** Required; must be obtained within three (3) months of hire.
 - **Lifeguard Certification:** Required for staff providing aquatic supervision; must be obtained within three (3) months of hire.
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Skills and Abilities

- Strong leadership, communication, and interpersonal skills.
 - Ability to effectively manage a multi-use facility and diverse staff.
 - Proficiency with facility or membership management software and Microsoft Office.
 - Strong organizational, analytical, and problem-solving abilities.
 - Commitment to equity, accessibility, and high-quality public service.
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Working Conditions

- Duties are performed in office, pool, fitness, and multi-use facility settings.
 - Evening, weekend, or holiday work may be required based on facility needs.
 - Must be able to respond to emergencies and conduct facility inspections, including aquatics areas.
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Salary & Hours

- This is a salaried position that requires availability for evening, weekend, and/or holiday coverage as needed.
- Duties are performed in both office and on-site facility settings, including aquatics areas.