



JOB DESCRIPTION

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| Job Title: | Parking Operations Manager |
| Department/Location: | Parking/Commercial Operations |
| Reports to: | Director of Commercial Operations |
| Position Supervises: | All parking staff |
| Fair Labor Standards Act (FLSA) Status: | Exempt Salary |
| Employment Status: | Full Time |
| Revision Date: | March 2023 |

JOB SUMMARY

This purpose of this position is to maximize ULI’s parking resource for the greatest benefit to all stakeholders in a manner reflecting our Vision, Mission, and Values. This position is responsible for the overall management of parking operations, including supervision of staff, operations, sales, parking system engineering, customer service, maintenance and appearance standards, risk mitigation, and financial budgeting/reporting/forecasting.

PRIMARY FUNCTIONS & RESPONSIBILITIES

- Demonstrate leadership to the parking team and personnel. Recruit, hire, train, develop, coach, and schedule employees.
- Develop and maintain tenant relationships while being an ambassador of ULI’s mission, vision, and values.
- Lead systems engineering activities including troubleshooting complex problems and overall system operation. Manage vendors to perform systems design, installation, repair, and operation as needed.
- Lead overall parking operations including booth operations, customer service, repairs and maintenance, off hours emergency response, ramp capacity monitoring and response, parking enforcement, ticketing, towing, and cash/receipt handling.
- Monitor Madison’s parking marketplace competition and rates. Make recommendations on rate changes per location to maximize the parking resource.
- Lead the overall parking sales and outreach activities.
- Contribute to relevant reporting for the parking function and assist with distribution to owners. Make strategic and operational recommendations based on reporting information.
- Lead parking function financial activities including budgeting, forecasting, performance monitoring, payscan processing, auditing, and reconciliation of cash and receipts.
- Maintain proficient knowledge of the practices, procedures, tools, equipment and terminology used in the operation, maintenance, and repair of parking equipment and parking facilities.
- Coordinate staffing for attended and event-staffed locations based on regular manpower requirements and lot activity.
- Cash auditing and financial analysis.
- Maintain cooperative working relationships with all necessary ULI departments.
- Initiate work orders and regular review of the physical conditions of all the locations and parking equipment.
- Develop new procedures to enhance daily operations and generate additional revenue.



- Perform any other reasonable tasks and duties as assigned by ULI management or assigned director.
- Project management; oversee parking location repair/restorations projects.
- Liaison with contractors, mechanics, and vendors.

SECONDARY FUNCTIONS & RESPONSIBILITIES

- Review lot performance and manage expenses while ensuring financial performance reflects company goals and objectives.
- Complete and submit accurate and timely periodic reports as required.
- Procure materials and supplies necessary for maintaining optimal job performance.
- Participate in the budget development and management process.
- Ensure all equipment is functioning properly to guarantee facility safety and security and to maintain maximum revenue control.

JOB KNOWLEDGE, SKILLS & ABILITIES

- Strategic leadership skills and ability to analyze operations to take our Parking operations to the next level.
- Self-motivated with strong client relations and staff management skills.
- Ability to develop effective working relationships with internal and external parties.
- Hands-on approach to management.
- Excellent verbal/written communication skills.
- Understanding of accounting principles and procedures.
- Superior customer service experience.
- PC Literacy + Microsoft Office Suite (level II Excel, Word).
- Ability to work independently and in a team and meet deadlines.

EXPERIENCE & EDUCATION

- Parking Operations, Facilities Management, or Property Management experience a plus.
- 3 years of management experience.
- High School education or equivalent.
- Valid driver's license with a clean driving record.