

8387(NC)

CITY OF RIVERSIDE
HUMAN RESOURCES DEPARTMENT
CLASSIFICATION SPECIFICATION

06/18/10

Revised

TITLE: UTILITIES ASSISTANT GENERAL MANAGER / MARKETING AND CUSTOMER RELATIONS (NON-CLASSIFIED)

DEFINITION

Under general direction, to plan, direct and review the utility marketing, customer service and field service activities including marketing, education and information, customer service, field services, and programs and services activities; to ensure account relationships with business customers are satisfactorily maintained; and to do related work as required.

DISTINGUISHING CHARACTERISTICS Positions designated as Non-Classified are exempt from the classified service. The Incumbent shall be appointed "at-will" and serve at the pleasure of the City Manager.

REPORTS TO: Utilities General Manager

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Utilities General Manager. Exercises general direction over professional, technical and administrative support staff.

EXAMPLES OF DUTIES

Typical duties may include, but are not limited to, the following:

- Direct and participate in the development and implementation of goals, standards, objectives, policies and procedures.
- Plan, direct, and review activities related to the utility marketing and customer service activities including marketing, education and information, customer service, Economic Development, and public benefits programs.
- Direct all marketing and customer service related activities; determine scope of projects; review programs, projects and schedules for suitability and approval.
- Select, supervise, train, and evaluate professional, technical and administrative support subordinates.
- Supervise the selection and activities of professional consultants, advisors and contractors.
- Participate in economic development activities of the City by proposing and implementing ideas and proposals where the Utility could be of benefit.
- Provide leadership in the development, implementation, promotion, evaluation and modification of the Programs and Services areas of the Marketing Services Plan.
- Direct all programs and service strategies within the Public Utilities Department.
- Recommend, implement and evaluate goals, objectives and practices for providing effective and efficient Utility related business retention and attraction programs and services.
- Work closely with other departments and community representatives to identify valuable retail products, programs and services for Utility customers.
- Direct the internal coordination among Utilities technical staff regarding business relationship issues, programs and services and development issues, and related customer needs.

- Coordinate all activities, programs, and services related to sustainability or, “green” activities between the City and the Utility and provide all marketing, outreach, and communications related to those activities.
- Direct Utility related programs and services provided for customer and Utility benefit and assist in their development.
- Monitor and evaluate the response of the residential and business community to Public Benefits Charge and Value Added programs.
- Supervise Public Utilities staff to meet the needs of new and existing business and residential customers.
- Direct the appropriate market research to determine retail products, programs, and services beneficial to the Utility and its customers.
- Identify, secure, and administer programs offered through alliance or sub-contractor agreements.
- Participate in economic development strategic planning and implementation to benefit the Utility and the City.
- Direct the development of appropriate marketing, communication, and advertising programs for retail products, programs, and services.
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- Direct all communications, including legislative, governmental, and community messages, presentations, marketing, and advertising to ensure consistency of messages, look, and feel.
- Direct and coordinate all communications, content, and message via web or internet platforms and ensure consistent look and feel with other materials.
- Make community-based presentations to interested consumer and business groups for customer education and business development.
- Manage, direct and coordinate the work of professional and support personnel.
- Serve as Acting Public Utilities General Manager as assigned.
- Perform other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of marketing, negotiation, public utility administration, organization, budget, and personnel management.
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- Principles and practices of sustainability or green practices and efforts.
- Methods, materials, techniques, equipment, and applicable regulatory codes and laws related to the operation of a public utility.
- Recent developments, current literature, and sources of information regarding utility marketing, conservation, Public Benefit programs and other Utility related programs.
- Appropriate means of available public assistance and encouragement of economic development and related activities.
- Relevant marketing practices of utility operations.
- Pertinent federal, state, and local policies, procedures, and regulations, and related legislation
- Modern methods and techniques of marketing and customer service.

- Market and customer research methods for development of products and services.
- Electric power and water usage.
- Rate making theory and practice.
- Economic development incentives.
- Ethical and effective negotiation methods.
- Principles and practices of organization, administration, budget and personnel management.
- Office methods, procedures and equipment.

Ability to:

- Plan, organize, staff and direct a diversified organization in a manner conducive to efficient performance and high morale.
- Delegate authority and responsibility and to schedule and program work on short and long term basis.
- Establish and maintain effective working relationships with representatives of other utilities.
- Communicate clearly and concisely, orally and in writing.
- Formulate and present policy recommendations.
- Work with others to create successful customer marketing and communication campaigns for image, branding and event awareness.
- Provide administrative and professional leadership and direction.
- Recommend, implement, evaluate, and modify goals, objectives, and practices.
- Prepare and administer large and complex budgets.
- Negotiate complex and technical alliance or sub-contractor agreements.
- Analyze problems, identify multiple solutions and project consequences of proposed actions, implement recommendations in support of goals.
- Develop and maintain positive working relationships with City departments, businesses, and the local community.
- Apply economic development tools and techniques for the benefit of Riverside and utility customers.
- Ensure growth objectives in the implementation of programs and services funded by the Public Benefits Charge for industrial, commercial and residential utility users.
- Administer conservation related programs and services for electric and water usage within public benefits programs.
- Use appropriate computer hardware and software.

Education and Experience:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to a Bachelor's Degree from an accredited college or university with major course work in business, political science, public administration, marketing, or a closely related field. A Master's Degree in a related field is desirable.

Experience: At least seven years of highly responsible experience in the management of marketing, customer business/account relations management and/or economic development and public benefits program activities for an electric, water, or other utility or similar experience.

MEDICAL CATEGORY: Group 1

NECESSARY SPECIAL REQUIREMENT

Possession of an appropriate, valid class "C" California Motor Vehicle Operator's License.

CAREER ADVANCEMENT OPPORTUNITIES

FROM: Utilities Assistant General Manager/Marketing and Customer Relations

TO: Utilities General Manager