

83858386(NC)**CITY OF RIVERSIDE****HUMAN RESOURCES DEPARTMENT**02/05/2010

Revised

**CLASSIFICATION SPECIFICATION**

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**TITLE: UTILITIES CUSTOMER COMMUNICATIONS COORDINATOR  
UTILITIES CUSTOMER COMMUNICATIONS COORDINATOR (NON-CLASSIFIED)****DEFINITION**

Under general direction, to assist with performing a wide variety of professional and marketing and communication services for the Marketing and Customer Service Division of the Public Utilities Department; to ensure growth objectives in the marketing of electric power and water to current and potential commercial, residential and industrial users; to provide highly responsible and complex administrative support to the Utilities Customer Communications Manager and/or Utilities Public Benefits/Business Relations Manager; 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 Customer Communications Manager

**SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Utilities Customer Communications Manager. May exercise general supervision over administrative support staff as assigned for special projects.

**EXAMPLES OF DUTIES**

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

- Assist in the creation, development and implementation of marketing and communication activities within the Department.
- Assist the Department to fulfill the goals and objectives established by the Public Utilities Board, executive Utility and City management.
- Serve as internal marketing coordinator for internal marketing services, public campaigns and advertising promotions, and education awareness of water, and energy programs.
- Monitor and evaluate the needs and responses of residents and businesses to ensure effective communications through surveys and various customer outreach efforts.
- Maintain current media relations network to promote the City and Utility services.
- Assist in the creation of press releases, Opinion/Editorial articles, annual reports and grant and award development for improving public awareness and communications for the City and Utility.
- Assist and coordinate Utility and City Department projects to ensure successful outcomes.
- Provide marketing consultation services as required to meet Utility and City needs and maintain current market trends research.
- Assist in promoting public benefits programs to residents and business customers.

## QUALIFICATIONS

### Knowledge of:

- Pertinent federal, state and local policies, procedures, laws and regulations.
- Modern methods and techniques of marketing.
- Office methods, procedures and equipment.
- Ethical and effective negotiation methods.
- Electric power and water usage.

### Ability to:

- Communicate clearly and concisely, both orally and in writing.
- Develop and maintain positive working relationships with City Departments, businesses and the local community.
- Use appropriate computer software and hardware.

### 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 work in marketing, business, engineering or a related field. A Master's Degree in a related field is highly desirable.

Experience: Two years of highly responsible experience in the management of a marketing and/or business retention program for an electric, water or other utility, or similar experience in municipal, financial, or business services industry.

**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 Customer Communications Coordinator

**TO:** Utilities Customer Communications Manager