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8384 (NC)

CITY OF RIVERSIDE
HUMAN RESOURCES DEPARTMENT
CLASSIFICATION SPECIFICATION

3/17/2011
Revised

TITLE: UTILITIES CUSTOMER COMMUNICATIONS MANAGER
UTILITIES CUSTOMER COMMUNICATIONS MANAGER (NON-CLASSIFIED)

DEFINITION

Under general direction, to perform a variety of professional marketing and communication services designed to communicate effectively with the residential, commercial, industrial and City employee audiences; to increase overall public awareness of City programs through the development and implementation of an effective marketing and communication plan; to increase all levels of internal department communications; to directly manage marketing staff in the design, development and production of collateral materials and dissemination of information on City programs and services to the public and media as deemed necessary or desired; 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 Public Benefits/Business Relations Manager

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Utilities Public Benefits/Business Relations Manager. Exercises general supervision over professional, technical, and administrative support staff.

EXAMPLES OF DUTIES

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

- Provide leadership in the development, implementation, and evaluation of marketing and communication activities within a department.
- Provide leadership and direction over marketing staff to ensure the completion of multiple projects and priorities as well as the completion of mission-critical deadlines.
- Manage all business retention and development services and activities within the department.
- Recommend, implement, and evaluate goals, objectives and practices for overall marketing efforts and staff assignments.
- Research and analyze new service delivery methods and recommend implementation
- Negotiate, present for approval, and implement approved customer agreements.
- Work closely with the Utilities Public Benefits/Business Relations Manager to identify ways to attract additional commercial/retail development to the City and to retain existing development.
- Serve as the internal coordinator among City staff regarding marketing services, promotions of programs and customer communications.
- Work closely with various departments to fulfill the goals and objectives established by the Public Utilities Board, and City management.

- Develop and implement a marketing plan identifying goals, objectives, strategies, and tactics and tools, including action plan for reaching internal and external audiences with a bench-marking and measurement component outlined to gauge its success.
- Monitor and evaluate the needs and responses of residents and businesses to ensure effective communications through surveys and customer contact.
- Provide individual marketing and communication services support and consultation on each division/section/group within the City.
- Support emergency communication measures and public information outreach.
- Represent the City as required, internally and externally.
- Research and analyze trends and standards in the marketing and communications industry as it relates and translates to the Utility and City government.
- Coordinate with Public Utilities staff, when necessary, to meet the needs of new business.
- Manage, direct, and coordinate the work of professional support personnel, and outside professionals.
- Research and analyze trends and standards in the utility industry, including all relevant legislation, its impacts on the utility and communicate those trends with city staff, management and the public.
- Negotiate for products and vendor services on behalf of the City and present for approval as necessary.

QUALIFICATIONS

Knowledge of:

- Pertinent federal, state, and local policies, procedures, laws, and regulations.
- Modern methods and techniques of marketing.
- Rate-making theory.
- Principles and practices of organization, administration, budget, and personnel management.
- Office methods, procedures, and equipment.
- Ethical and effective negotiation methods.
- Electric power and water usage.

Ability to:

- Make complete presentations in person and electronically using multiple media outlets and tools.
- Select, supervise, train, and evaluate Marketing Services staff.
- 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 sensitive development agreements.

- Analyze problems, identify multiple solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Communicate clearly and concisely, both orally and in writing.
- Develop and maintain positive working relationships with City departments, businesses and the local community.
- Prepare and present clear and concise administrative and financial reports.
- 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: Bachelor's Degree from an accredited college or university with major work in marketing, business or a related field. A Master's Degree in a related field is highly desirable.

Experience: Four years of highly responsible experience in management, marketing and/or business retention program for an electric, water, or other utility, or similar experience in municipal, financial, or related business services industry, including at least one year of supervisory 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 Customer Communications Manager

TO: Utilities Public Benefits/Business Relations Manager