

**MAJOR FUNCTION**

This position is responsible, professional work utilizing market research and creative planning to accomplish various goals, objectives and program activities. Employees in this class assist in supporting the City's various utility departments and marketing programs, along with assisting with the coordination and managing of various marketing activities. Duties involve review of technical data and assisting with development of strategies to implement marketing activities. Work is performed under the administrative direction of the Utility Marketing Administrator. Considerable independent judgment and initiative are exercised in the performance of work tasks. Work is reviewed through the analysis of reports, observation, conferences, and by results obtained.

**ESSENTIAL AND OTHER IMPORTANT DUTIES****Essential Duties**

Serves as a senior member of the Utility Marketing team, regularly interacting with and providing direction and guidance to peers and subordinate team members. Assists with the planning, directing, and review of marketing service programs and activities which includes development of all marketing plans. Participates in conferences and discussions and gathers data for analysis and evaluation of potential marketing activities and/or program needs and to promote use of city utilities. Creates and monitors a research database to track market trends to support activity/program development. Identifies, develops, or supervises development of resources required to address program objectives. Ensures promotional materials such as graphics, brochures, pamphlets, etc. meet marketing effectiveness and cross-selling implications while adhering to Utility Services brand guidelines. Additionally, ensures visual and content consistency and effectiveness for all interactive, web and print projects across all utility markets. Prepares operational procedures and regularly monitors them to ensure marketing activities and documents are completed, disseminated in a timely manner, and are compliant with citywide, customer service standards. Assists with budget development. Assists with negotiating contractual agreements with private and public agencies. Works and assigns work with respect to scope of the project and the budget. Prepares competitive market assessments. Makes recommendations and offers marketing strategies to resolve critical issues which may impact public perception of city utility operations.

**Other Important Duties**

Serves in an acting role in the absence of the Utility Marketing Administrator. Performs related work as required.

**DESIRABLE QUALIFICATIONS****Knowledge, Abilities and Skills**

Considerable knowledge of modern techniques, methods, procedures, principles, and practices of all phases of utility marketing services. Thorough knowledge of electric, gas, water/sewer, solid waste utility operations, and related issues. Considerable knowledge of utility ordinances, rates, policies and billing procedures. Considerable knowledge of marketing, advertising and public relations. Ability to analyze facts and exercise sound professional judgment to draw valid conclusions. Ability to prepare complex analytical and technical reports. Ability to utilize Access to effectively query databases, and Corel Draw to perform basic graphic design. Ability to establish and maintain effective work relationships with customers and other City departments. Advanced PC operation skills with experience in Windows, spreadsheets, word processing, graphics database and presentation packages, and web page design. Ability to express ideas clearly and concisely, both orally and in writing.

Minimum Training and Experience

Possession of a bachelor's degree in marketing, business, public administration, economics, planning, statistics or a related field and four years of professional and creative experience that includes utility marketing; or an equivalent combination of training and experience.

Necessary Special Requirement

Must possess a valid Class E State driver's license at the time of appointment.

Established: 01-25-14