

MAJOR FUNCTION

This is senior professional, technical, administrative, research, and public contact work involving utility customer accounts, including large key accounts, marketing, and coordinating utility service programs and activities. Work involves planning, developing, implementing, and coordinating energy conservation and utility marketing programs in compliance with the National Energy Conservation Act. Work is performed in accordance with established ordinances, policies and procedures under the general direction of an administrative superior. The incumbent is expected to exercise considerable independent judgment and initiative in the performance of work tasks. This includes providing single-contact resolution to the more difficult technical inquiries and performing ongoing account reviews to our larger demand customers. Work is reviewed through analysis of reports, observation, conferences and by the results obtained.

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

Plans and coordinates the marketing, advertising and delivery of residential and/or commercial/industrial utility services programs. Performs market studies and advertising analyses to maximize the effectiveness of City utility marketing and advertising initiatives. Develops and implements marketing and advertising plans designed to promote City utilities and services. Analyzes the energy use of residential and/or commercial or industrial and key account customers using methods that may vary from computerized programs to individual inspection of building structures and mechanical equipment. Keeps abreast of new developments in energy issues, marketing techniques and conservation measures. Plans, develops and recommends revisions to existing programs, policies or administrative procedures. Assists residential and/or commercial customers, builders and developers in locating contractors and suppliers for the installation of energy management measures and utility services. Organizes, assigns and reviews the work of the energy audit and post-inspection field staff. Conducts research, technical and administrative studies and prepares reports of proposed and recommended solutions or courses of action. Maintains appropriate statistics to evaluate program performance. Plans energy use analysis for City buildings and departments, recommends strategies to reduce energy use in City buildings. Performs fieldwork resulting from customer request or complaints as time permits. Establishes installation specifications for energy conservation measures included in the loan/grant programs. Consults with builders and developers on compliance with the Florida Energy Code. Develops, updates and coordinates the City's Employee and Community Energy Awareness programs. Develops and delivers marketing and educational presentations and materials to community groups. Coordinates special promotional events, marketing initiatives and training seminars. Provides Super-user level technical integrative support and administers the department's SharePoint site. Performs account analysis/reviews for deposit assessments and new commercial account reviews. Conducts research for customers, City departments, City officials, financial institutions, and corporations to resolve or avert account problems. Develops processes, guidelines, and procedures to ensure appropriate account management. Handles and brings resolution the more complex commercial customers. Provides training and technical support to staff and maintains departmental SharePoint site. Performs related work as required.

Other Important Duties

Assists the utility departments in short and long range planning in areas such as demand side management, natural gas market penetration and residential and commercial energy use trends. Works with economic development planners and attends pre-development conferences to promote City utilities. Develops lesson plans, visual aids, training guides, and individual training objectives, as necessary, to achieve overall departmental training goals. Perform related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Considerable knowledge of utility operations, ordinances, rates, policies and billing procedures. Considerable knowledge of energy management programs, codes, methods, techniques, practices, regulatory constraints and sources of technical information. Considerable knowledge of the principles and techniques of marketing, advertising and public relations. Considerable knowledge of building construction practices and techniques and working knowledge of the National Energy Conservation Policy Act as it relates to employees' responsibilities. Ability to prepare complex analytical and technical reports and to perform and understand complex mathematical functions. Ability to deal tactfully, persuasively and effectively with the public. Ability to exercise independent judgment and creatively solve complex problems in making decisions in accordance with ordinances, rules, departmental policies and procedures and other regulations. Ability to establish and maintain harmonious and effective working relationships as necessitated by the work. Ability to communicate effectively, both orally and in writing. Ability to understand and implement oral and written instructions, gather information, make reports and keep records. Skill in the use of microcomputers and the associated programs and applications necessary for successful job performance.

Minimum Training and Experience

Possession of a bachelor's degree in public or business administration, marketing, public relations, communications, engineering, architecture, behavioral, general or social science, education or a related field and two years of technical/professional experience in an advertising agency, or that includes energy management, general contracting for residential renovation or construction; mechanical equipment sales in HVAC (heating, ventilation and air conditioning), installation or maintenance of HVAC mechanical equipment, professional building inspection, utility marketing, utility customer service or related area; or an equivalent combination of training and experience.

Necessary Special Requirements

Must obtain Residential Conservation Service Auditor Certification within six months of appointment.

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

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