

MAJOR FUNCTION

This is responsible professional market research and creative planning work. Employees in this class assist in supporting the City's various utility departments and marketing programs. Duties involve collecting market and customer information, and conducting market research studies that form the basis for the development and implementation of utility marketing programs. 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**

Performs utility market research, data analysis, data base management, tracks and records utility market trends and reports utility program outcomes. Participates in market plan development. Participates in identifying, monitoring and resolving critical issues that may impact public perception of City utility operations. Provides technical support, such as graphics, brochure, advertisement and web page design, for City utility departments. Conducts research to identify and evaluate utility marketing programs. Participates in the planning and development of utility related advertising and public information programs. Prepares competitive market assessments. Coordinates and completes the annual electric load forecast. Assists utility departments in market penetration analysis, and residential and commercial service end-use trends. Prepares new gas market penetration analysis. Complies with City-wide Customer Service Standards. Performs related work as required.

Other Important Duties

Monitors economic development planning initiatives and attends pre-development conferences to promote the use of City utilities. Coordinates specific utility related events, promotions and marketing initiatives. Maintains appropriate statistics to evaluate program performance. 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 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.

Minimum Training and Experience

Possession of a bachelor's degree in marketing, business, public administration, economics, planning, statistics or a related field and three years of professional and creative experience that includes marketing or 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: 12-07-99

Revised: 10-10-03*

08-10-09*

03-10-14