

# DIRECTOR OF SALES & NEW SERVICES

## NATURE OF WORK

Managerial and administrative work directing product sales and new business development.

## CLASSIFICATION STANDARDS

The single position allocated to this classification reports to a designated supervisor and works under general supervision. Work in this class is distinguished from higher classes by its emphasis on competitive business units such as telecommunications and gas, and from lower classes by its departmental managerial responsibility.

## EXAMPLES OF WORK\*\*

### ESSENTIAL JOB FUNCTIONS

Develops and implements strategic sales initiatives to acquire new customers.

Develops and implements policies and programs designed to improve telecommunication and gas services to ensure customer retention.

Plans, directs, coordinates and administers sales and business activities in accordance with all applicable laws, rules, and regulations.

Ensures integration of sales efforts with marketing plans.

Formulates administrative and operational policies and procedures.

Develops business cases, reviews department growth forecasts, corporate models, master plans and revenue projections and works with operational areas to ensure profitability goals are met or exceeded.

Responsible for ensuring the achievement of all sales and revenue goals.

Professionally and proactively manages customer relationships.

Takes proactive measures to ensure prompt resolution of customer issues as they develop.

Develops internal relationships with all functional areas of the utility and the city.

Provides feedback necessary to assist in identifying and developing new market opportunities.

Prepares, submits and monitors annual department budget.

Reviews financial data and budgets for major purchases, payrolls, plant assets, equipment, and capital projects. Compares revenue and budget projections and initiates corrective actions to ensure goals are met.

Develops long- and short-range plans to ensure strategic objectives are met.

Directs and oversees utility consultants as needed. Assists consultants with studies and takes appropriate action based on results.

Oversees the identification of prospects to build customer relationships.  
Recommends selection, promotion, discharge, and other appropriate personnel actions.  
Grows and develops staff into a strong, cohesive, self-sufficient team.  
Responsible for performance assessment, feedback, coaching, and training of department personnel.  
Assists in the development of a recruitment / succession plan to ensure an adequate and well-developed workforce.  
Reviews project and team performance compared to strategy and sales plan; identifies gaps and optimizes opportunities.  
Ensures all personnel receive appropriate training and direction to perform work functions to attain stated goals and objectives.  
Ensures personnel follow all policies, administrative guidelines, rules and regulations and takes appropriate action as required.  
Will be required to respond under emergency conditions.  
Attends work on continuous and regular basis.

#### **NON-ESSENTIAL JOB FUNCTIONS**

May act in absence of supervisor.  
Serves as official utility representative at the local, state, and national level.  
Attends public meetings and represents the utility on sales and business development matters.  
Prepares reports on subjects affecting the utility as directed.  
Participates in developing and administering utility labor agreements.  
May be responsible for enforcing the drug policy, based on physical location and organizational structure.  
Performs other related duties as assigned.

#### **MINIMUM QUALIFICATIONS**

Graduation from an accredited four (4) year college or university with major course work in engineering, mathematics, economics, business or a field related to telecommunications, gas or new services, and five (5) years progressively responsible experience in operations, sales or an equivalent combination of training and experience which provide the required knowledge, skills and ability.

#### **LICENSES/CERTIFICATES**

None.

**NOTES**

May be required to attend meetings outside normal business hours.

**SELECTION FACTORS**

Thorough knowledge of principles, practices, methods and theories of telecommunications.

Thorough knowledge of laws, ordinances, regulations and statutes that govern telecommunications and gas functions.

Thorough knowledge of principles and practices of effective administration and supervision.

Knowledge of governmental budget procedures.

Ability to plan, assign, delegate and direct work of administrative and supervisory personnel.

Ability to coordinate activities with other divisions and work effectively in developing utility-wide work plans, policies, and procedures.

Ability to develop long term plans and programs and to evaluate work accomplishments.

Ability to communicate effectively, both orally and in writing.

Ability to work effectively with elected officials, charter officers, department heads, representatives of other agencies, other city employees, and the general public.

Human Resources Department: Signed original on file in Human Resources / \_\_\_\_\_

Date

\*\* This section of the job description is not intended to be a comprehensive list of duties and responsibilities of the position. The omission of a specific job function does not absolve an employee from being required to perform additional tasks incidental to or inherent in the job.

REVISION DATE: 02/09/2007