



**P & O Presentation  
MARKETING & COMMUNICATIONS DEPARTMENT REORGANIZATION  
August, 2000**

FROM:		TO:				
Old	PG	Range	Action	New	PG	Range
Corporate Communications Director	78	47,535 – 71,484	Reclassification	Marketing & Communications Director	84	59,999 – 90,127
Conservation Services Manager (vacant)	73	39,187 – 58,931	Reclassification	Energy and Business Services Manager	78	47,535 – 71,484
Marketing Director (vacant)	84	59,999 – 90,127	Reclassification	Marketing Manager	81	53,375 – 80,266
Gas Manager	71	36,274 – 54,550	Reclassification	Sr. Marketing Rep.	46	36,440 – 53,932

# ENERGY AND BUSINESS SERVICES MANAGER

## NATURE OF WORK

This is managerial and professional work directing customer sales and energy service activities for the utility system.

## 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 lack of overall division management responsibility and from lower classes by its supervisory duties.

## EXAMPLES OF WORK\*\*

### ESSENTIAL JOB FUNCTIONS

Manage gas sales, large accounts marketing, energy services and new business services departments.

Manage account representatives responsible for commercial/industrial accounts.

Directly responsible for largest commercial/industrial accounts.

Identify, develop and implement new retail products to commercial/industrial customer to include product penetration, financial analysis, and product pricing strategies. Identify new opportunities for business expansion.

Develop and implement the use of customer information tools to assist in tracking sales efforts and customer needs.

Develop and make customer presentations explaining products and services.

Provide input to management in support of competitive position evaluations, pricing and future strategies. Participate in annual reporting and budgeting.

Motivate and directs salespeople to support and achieve strategic sales objectives. Assist salespeople in attaining sales objectives through coaching and training.

Assist salespeople in developing account management plans to maximize revenue opportunity.

Resolve customer issues and arbitrates disputes.

Provide primary interaction and input to utility pricing and service development activity.

Participate in business development activities with the Chamber of Commerce, the Council for Economic Outreach, Economic Development, and other state and local business and government leaders.

Make presentations to various national, state, and local customer leaders and groups.

Direct research projects on specific sites and prepares financial analysis of project and program costs and benefits and projects probable costs of various forms of pricing and commodity management services.

Assists business units with research, feasibility studies, data gathering, site selection, sources of financing, and preparation of utility and resource analyses.

Identify and address specific problems existing among business owners.

Direct, interpret, promote and implement policies, programs, and objectives that help customers better manage energy and water, including administering and maintaining related records, documents and reports.

Supervise services provided, including residential and commercial energy audits, and incentives to meet federal and state conservation and load management requirements and local policies and customer needs.

Develop business performance and service level plans, standards, and objectives and implements programs, policies, and procedures.

Prepare and distribute regular performance and service level progress reports to appropriate staff, customers, and management that compare actual performance to planned performance on current programs, projects, and activities.

Develop staffing, training, safety, and job performance standards and objectives and implements programs, policies and procedures and prepares related reports.

Prepare, submits, and monitors annual divisional budget.

Recommend selection, promotion, discharge, and other appropriate personnel actions.

Attend work on continuous and regular basis.

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

May act in absence of supervisor.

Performs other related duties as assigned.

Administers terms and conditions of applicable 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 year college or university with major course work in business, marketing or engineering, and 3-5 years retail sales and supervisory experience.

### **LICENSES/CERTIFICATES**

Valid Florida Driver's License required.

**NOTES**

- May be required to attend meetings outside business hours.
- Required to attend meetings outside business hours.
- Requires public speaking and extensive travel outside of normal business hours.

**SELECTION FACTORS**

- Knowledge of general business, budgeting, accounting principles and practices and contracts.
- Ability to establish and maintain administrative records and controls and to prepare periodic sales reports.
- Ability to plan, organize, and control work activities and resources to meet predetermined plans, programs, standards, and objectives.
- Ability to work effectively with elected officials, charter officers, department heads, vendors, representatives of other agencies, other city employees, and the general public.
- General knowledge of business practice and technical aspects of the electric, water, wastewater, natural gas, and telecommunications utility industry.
- Experience managing a sales force.
- Demonstrated ability to work independently with a sense of urgency.
- Experience in business development, sales, marketing, and business management in business or industry outside the utility business.
- Ability to develop programs that effectively resolve customer operational problems.
- Ability to communicate effectively, both orally and in writing.
- Ability to negotiate.
- Ability to exercise sound judgment in analyzing facts and trends.
- Ability to make effective presentations in group or individual setting.
- Ability to supervise and manage employees

Human Resources Department: \_\_\_\_\_ / \_\_\_\_\_  
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: 12/1/94; 8/4/97; 7/1/98; [DRAFT 7/31/00].

# MARKETING AND COMMUNICATIONS DIRECTOR

## NATURE OF WORK

This is managerial work in the planning, research, design, directing, and implementation of comprehensive retail marketing, sales, conservation and communication for the combined Utility System.

The single position allocated to this classification reports to the General Manager for Utilities and works under general supervision. Work in this class is distinguished from higher classes by its functional nature and from lower classes by its managerial duties and by its emphasis on policy development and implementation, administration of contracts for professional services emphasis and coordination of all utility marketing, sales and communications programs.

## EXAMPLES OF WORK\*\*

### ESSENTIAL JOB FUNCTIONS

Directs the development and implementation of integrated sales and marketing plans for the combined Utility System.

Monitors and measures progress toward marketing plan goals and updates plan as necessary.

Directs customer and market research and the development and maintenance of customer marketing databases.

Coordinates the development of new products and services including competitive pricing with technical support from other departments to anticipate customer needs and expectations. Prices them competitively.

Manages and directs activities of personnel assigned to the Marketing and Communications Department.

Works directly with the Chamber of Commerce, Council for Economic Outreach and other state and local business and government leaders to develop attractive recruitment and retention packages for prospective and existing utility customers.

Interprets combined Utilities System goals and objectives, conducts research for utility policy development and the identification of customer, employee, and media communication needs, and designs and implements communications and other related programs and projects to meet these needs.

Directs the development and implementation of energy conservation programs for commercial and residential customers.

Directs response to emergency situations and coordinates information collection, dissemination and presentation to the media, manages and coordinates both on-scene and follow-up liaison with the news media, and arranges media briefings.

Directs and supervises the development and implementation of all corporate communication activities including the interaction with the media, other organizations, and public officials.

Acts as or may direct others to act as corporate spokesperson. Makes presentations to various national, state, and local customer leaders and groups.

Prepares an annual Marketing and Communications Budget for the combined Utilities System and effectively manages expenditures.

Attends work on a regular and continuous basis.

### NON-ESSENTIAL JOB FUNCTIONS

May act in absence of supervisor.

Performs other related duties as assigned.

### MINIMUM QUALIFICATIONS

Graduation from an accredited four year college or university with major course work in Business Administration, Marketing, Public Relations, Journalism, Communications, or related field and five (5) years experience in marketing and public relations including two (20 years supervisory experience, preferably in the utility or energy industry or related area; or any equivalent combination of education and experience.

### LICENSES/CERTIFICATES

Valid Florida driver's license required.

### NOTES

Required to attend meetings outside business hours.

Requires public speaking and extensive travel outside of normal business hours.

May be required to respond to emergency situations

### SELECTION FACTORS

Extensive experience in marketing, business product and/or service development, sales, and business management including experience in businesses and industries other than the utility industry.

Knowledge of the utility industry's service delivery practices and pricing structures.

Knowledge of general business, budgeting, and accounting principles and practices.

Knowledge of, and experience with, various opinion and market research.

Knowledge and experience in new product and service development pricing.

Thorough knowledge of principles of public relations, including the planning, design and implementation of public participation programs.

Ability to independently review source materials on a wide range of topics and effectively communicate financial and technical information, both orally and in writing (using correct English and grammar), in a clear, concise, and interesting manner suitable for the target audience.

Knowledge of, and experience with, utility or industrial issues and related public relations problems.

Ability to develop consensus on goals, objectives and plans, and to budget for and control the resources necessary to put them into operation.

Ability to establish and maintain effective working relationships with diverse population segments and community organizations.

Ability to prepare and deliver effective presentations before news media, community groups, and other organizations.

Ability to draft and disseminate information through media releases and conduct singular or mass media press briefings.

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

Ability to plan, organize and control work activities and resources to meet predetermined plans, programs, standards, and objectives.

Experience in selecting managing, motivating, and compensating employees, independent service representatives, and consultants.

Ability to negotiate effectively.

Ability to communicate effectively, both orally and in writing.

Demonstrated ability to work independently with enthusiasm and sense of urgency.

Human Resources Department: \_\_\_\_\_ / \_\_\_\_\_

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: 10/01/97; [DRAFT 7/31/00]



# MARKETING MANAGER, UTILITIES

## NATURE OF WORK

This is managerial work in the planning, research, design, directing, and implementation of comprehensive retail marketing and sales programs designed to achieve customer recruitment and retention for the combined Utility System

## CLASSIFICATION STANDARDS

The single position allocated to this classification reports to the Assistant General Manager for Customer and Administrative Services and works under general supervision. Work in this class is distinguished from higher classes by its functional nature and from lower classes by its managerial duties, emphasis on policy development and implementation, and coordination of all utility marketing and sales programs.

## EXAMPLES OF WORK\*\*

### ESSENTIAL JOB FUNCTIONS

Plans, organizes and manages the development, implementation, and updating of integrated sales and marketing plans for the combined Utility System.

Coordinates customer and market research

Manages and directs activities and personnel of the Marketing Department.

Coordinates the marketing for new products and services including competitive pricing with technical support from other departments. Prices them competitively.

Plans, organizes and directs the work of contract firms such as advertising and marketing agencies.

Works directly with the Chamber of Commerce, Council for Economic Outreach and other state and local business and government leaders to develop attractive recruitment and retention packages for prospective and existing utility customers.

Directs training of all utility employees on marketing plans.

Monitors and measures progress toward marketing plan goals and updates plan as necessary.

Makes presentations to various national, state, and local customer leaders and groups:

Directs the development and maintenance of customer marketing databases.

Attends work on a regular and continuous basis.

### NON-ESSENTIAL JOB FUNCTIONS

May act in absence of supervisor.

Performs other related duties as assigned.

### MINIMUM QUALIFICATIONS

Graduation from an accredited four year college or university with major course work in Business Administration, Marketing, or related field with five years progressively responsible experience in marketing research, marketing management or sales management, including two years supervisory experience, or any equivalent combination of education and experience. Private sector or similar experience preferred.

### LICENSES/CERTIFICATES

Valid Florida driver's license required.

### NOTES

Required to attend meetings outside business hours.

Requires public speaking and extensive travel outside of normal business hours.

### SELECTION FACTORS

Extensive experience in marketing, business product and/or service development, sales, and business management including experience in business's and industries other than the utility industry.

Knowledge of the utility industry's service delivery practices and pricing structures.

Knowledge of general business, budgeting, and accounting principles and practices.

Through knowledge in principles of market research and business market planning.

Knowledge and experience in new product and service development pricing.

Knowledge of the telecommunication and/or utilities industry.

Thorough knowledge of e-commerce and e business solutions.

Ability to plan, organize and control work activities and resources to meet predetermined plans, programs, standards, and objectives.

Experience in selecting managing, motivating, and compensating employees, independent service representatives, and consultants.

Ability to negotiate effectively.

Ability to communicate effectively, both orally and in writing.

Demonstrated ability to work independently with enthusiasm and sense of urgency.

Ability to work effectively with elected officials, charter officers, department heads, vendors, and representatives of other agencies, other City employees, members of the business community, and the general public.

Human Resources Department: \_\_\_\_\_ / \_\_\_\_\_

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: 10/01/97; [DRAFT 7/31/00]

# SENIOR MARKETING REPRESENTATIVE

## NATURE OF WORK

This is sales work promoting the use of natural and LP gas and serving as coordinator for new gas customers.

## CLASSIFICATION STANDARDS

The single position allocated to this class reports to a designated supervisor and works under general supervision. Work in this class is distinguished from higher classes by its lack of overall departmental responsibility and from lower classes by its responsibility for coordinating the work of other gas sales representatives.

## EXAMPLES OF WORK\*\*

### ESSENTIAL JOB FUNCTIONS

Promotes and implements policies and objectives related to beneficial management of gas.

Plans and organizes projects in gas sales.

Promotes commercial sale of gas. Promotes use of natural and LP gas in new construction and development.

Meets with contractors, developers, and engineers to determine load requirements and feasibility of providing gas to requested sites.

Monitors construction sites and coordinates main, service, and meter installations.

May initiate surveys and perform feasibility studies to establish possibility of extending service mains into requested areas if required by assigned area.

Verifies attached load, reviews billings to determine load accuracy, and provides reports documenting loads.

Collects and maintains information on technological developments in gas appliances and equipment.

Secures maps, measurements, ownership validation, and performs feasibility studies as necessary.

Assists in marketing and advertising, including planning and coordinating of media information programs.

Assists customers by contacting and scheduling appropriate service department and contractor personnel. Coordinates work with customer, following up to completion. Verifies service or appliance installation for documentation.

Assists in designing layout for proposed development and extensions. Coordinates installations with developer, customer, homeowner, or building owner and distribution division field personnel or service division as required.

May enter service installation in order tracking system and initiate billing if required by assigned area.

Maintains involvement with community, developers, homeowners, and professionals through organizational and personal contact. Maintains awareness of new construction through this contact.

May administer Conservation Program, including monitoring of proper equipment installation, allowance payment, and documentation if required by assigned area.

May administer customer and contracts database if required by assigned area.

Prepares or assists in completion of reports and correspondence.

Assists in securing contracts for gas service. Secures and handles documents needed to provide gas, including contracts for service and meter orders.

Attends work on continuous and regular basis.

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

Performs other related duties as assigned.

#### **MINIMUM QUALIFICATIONS**

Graduation from an accredited four year college or university with major course work in marketing, public relations or related subject, and three years experience in utility marketing or sales, including one year supervisory experience or any equivalent combination of education and experience.

#### **LICENSES/CERTIFICATES**

Valid Florida Driver's License required.

#### **NOTES**

May be required to attend meetings outside business hours.

Work may require performance of tasks outdoors under varying climatic conditions.

#### **SELECTION FACTORS**

Thorough knowledge of office and administrative practices and procedures, including budgeting.

Thorough knowledge of effective promotional and sales techniques.

Thorough knowledge of conservation measures, techniques, and activities.

- Thorough knowledge of principles and practices of effective administration.
- Thorough knowledge of daily functioning of a gas utility.
- Thorough knowledge of Southern Building Codes and National Fire Prevention Code.
- Knowledge of computers and relevant software.
- Knowledge of governmental budget procedures.
- Knowledge of functions and operations involved in industrial, commercial, and residential building structures and gas appliances.
- Skill in public relations and marketing.
- Knowledge of principles and practices of supervision.
- Ability to communicate effectively, both orally and in writing.
- Ability to keep accurate records and to make thorough reports.
- 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: \_\_\_\_\_ / \_\_\_\_\_  
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: 12/1/94 [DRAFT 7/31/00]