

Salary Schedule

MOU

Benefits

City of Alameda
Code No. 7616
Approved by CSB
7/4/09 1/9/2019

CUSTOMER PROGRAMS COORDINATOR/ACCOUNT MANAGER

DEFINITION

~~Under direction performs a variety of program work within the Customer Resources Division supporting defined initiatives including customer satisfaction, programs, communication and business processes; performs other related work as required~~
Under direction and utilizing significant independent judgment, builds and maintains strategic relationships with Alameda Municipal Power's business and government customers, , community/business organizations, and other city departments; works to continually grow customer satisfaction and increase the customer's understanding of energy usage, rates, billing, power quality, and other service-related needs; promotes energy efficiency, customer programs and product offerings; represents Alameda Municipal Power (AMP) in a variety of business-related and community events; and performs other related work as required.

DISTINGUISHING FEATURES

~~Positions allocated to this classification are assigned projects/programs which are broad in scope and/or application with the targeted purpose of enhancing customer relations and improving business processes. Positions allocated to this classification may be assigned to specialized functions such as utility customer program development and implementation, web site utilization and enhancement, key customer contacts as well as providing general broad-based business process support.~~

This is a journey-level professional classification in the Alameda Municipal Power Department. It is distinguished from the Senior Account Manager in that the latter works with the largest and most complex business and government customers and serves in a lead capacity. Positions in the Account Manager classification typically work with commercial and government customers, and may also work with residential customers

EXAMPLES OF DUTIES

- ~~1. Plans, organizes and coordinates various projects, programs and services involving customer contact, satisfaction, programs and business processes; may administer or manage specific projects, programs and/or services; recommends and assists in the implementation of improved programs and services and administrative methods.~~
- ~~2. Performs a full range of duties including those requiring the application of financial and technical knowledge and skills related to various municipal power business systems.~~
- ~~3. Analyzes and reviews business processes and procedures for potential improvement.~~
- ~~4. Develops customer and business models consistent with strategic organizational goals and objectives.~~
- ~~5. Participates in the design and implementation of programs and activities; develops, distributes and analyzes customer satisfaction and retention surveys; collects and interprets data and prepares reports.~~
- ~~6. Acts as primary point of contact with key business customers in order to establish and maintain a personalized business relationship for the purpose of identifying customer issues and needs.~~
- ~~7. Coordinates development of new policies/programs to respond to Key Account needs; seeks alternative solutions to difficult problems; adjusts strategy to meet changes in customer conditions.~~
- ~~8. Maintains awareness of political implications of situations and events; analyzes market changes and/or community development to determine new business opportunities.~~
- ~~9. Investigates complaints and recommends corrective action as necessary to resolve complaints.~~
- ~~10. May prepare documents for grant applications and administration.~~

- ~~11. Monitors project progress and compliance with applicable regulations.~~
- ~~12. Develops and organizes web site content.~~
- ~~13. Provides technical assistance to other divisions, departments, organizations, citizen groups, businesses, etc.~~
- ~~14. Assist to organize and participate in community events.~~
- ~~15. May coordinate support staff work activities and determine work priorities and methods; provides lead direction and training for support staff on a project basis.~~

1. Establish and maintain positive relationships with business and government customers to meet customer satisfaction goals; proactively assess account needs through consistent direct customer contact (e.g., calls, site visits, email, presentations); assist with the development and maintenance of strategic account plans.
2. Analyze customer operations, energy usage data and billing history to identify trends; advise customers on pricing structures, technical solutions, causes of high usage/demand, and beneficial utility programs, services and technologies; provide applicable guidance in improving energy efficiency.
3. Provide a single point of contact for business and government customers; manage issue resolution; communicate critical information to customers such as planned outages, changes that affect billing, program changes, etc.
4. Promote AMP programs by participating in business and community outreach events (including evenings and weekends); make multi-media presentations to customers and stakeholders; assist in the development of sales and outreach strategies; and coordinate with marketing staff on development of program marketing materials.
5. Identify opportunities for promotion of AMP programs and services with future/new development and may provide meeting facilitation with applicable staff and developers.
6. Provide qualitative and quantitative information and reports to AMP staff regarding customer usage and needs for program development, sales/revenue forecasting, rate development, etc.
7. Maintain up-to-date knowledge about the electric industry, market segment trends, and new/upcoming technology including electric vehicles/chargers and solar/storage.
8. Perform related duties and projects as assigned.

EMPLOYMENT STANDARDS

Any combination equivalent to education and experience likely to provide the required knowledge and abilities. A typical way to obtain the knowledge and abilities would be:

Education: Graduation from an accredited four-year college or university with major course work in engineering, energy resource management, economics, environmental studies, business administration or public administration or a related field.

(OVER)

Experience: Three years of increasingly responsible professional experience in customer relations/account management, and/or business process re-engineering/business development, or program/project management in the utility industry or related field; ~~experience with utilities, economic development, and/or business outreach and recruitment and retention programs is desirable.~~

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Knowledge

~~Knowledge of customer relations theories, principles and practices and their application to department programs and/or services; principles and practices of public relations and customer service; principles and procedures of record keeping, business letter writing and basic report preparation; public speaking and presentation skills using a variety of media; governmental organization and operation; project planning and administration; residential, commercial, and industrial business needs; business mathematics; correct English grammar including spelling, and punctuation; personal computers including hardware and software applications related to the work; effective methods of communication both oral and written; applicable technical information and aspects of the electrical utility industry.~~

Knowledge of principles and practices of customer relationship management; public relations, customer service, and principles and practices of electric utility programs and services; principles and practices of energy resource management; electric utility economics and demand-side management for commercial and industrial applications; residential, commercial, and industrial business energy needs; equipment, products, and services related to energy efficiency and energy resource management; public speaking and presentation skills using a variety of media; effective methods of communications both oral and written; modern business computer operations and applications including input and retrieval of information using word processing, spreadsheet, database, and presentation programs such as Microsoft Word, Excel, and PowerPoint; and modern communication technologies and media including smart phone, email and internet.

Abilities

~~Ability to respond to requests and inquiries from the general public; establish priorities, meet deadlines and handle multiple projects; research, analyze and evaluate programs and services, trends and business processes; exercise independent judgment and work with minimum supervision; work independently or on a team; communicate clearly and concisely, both orally and in writing; supervise, train and evaluate assigned staff; establish and maintain effective working relationships with those contacted in the course of work; operate computers as required by the work including research, memorandum and report preparation, desktop publishing, PowerPoint presentations, graphic design and web site management; establish effective client relations; assess client and/or customer needs; effectively develop, coordinate and implement assigned programs, projects and functions; perform both complex and routine administrative work with speed and accuracy; analyze, interpret and apply complex technical data and information; interpret and apply established policies, procedures and codes and regulations; draw valid conclusions and project consequences of decisions and recommendations; perform mathematical and statistical calculation; establish and maintain accurate records; establish and maintain effective working relationships with employees, public officials, other departments and agencies, businesses, and the general public.~~

Ability to build and maintain relationships with a variety of customers; develop sales/marketing strategies; conduct "cold calls" and outreach; read and interpret contracts, financial data, utility rates and billing, building plans, and other related technical data; read and interpret state and federal regulations and assess impacts on utilities and customers; interpret and apply established policies, procedures, codes, and regulations; fully understand utility programs and services and match these programs and services with customer needs; analyze and evaluate programs, services, trends, and business processes; organize data for analysis and presentation to staff, customers, and other stakeholders; perform mathematical and statistical calculations; establish and maintain accurate records; handle multiple priorities, organize workload, and meet deadlines; exercise independent judgment and work with minimum supervision; work independently and on a team; perform both complex and routine work with speed and accuracy; draw valid conclusions and make appropriate and reasonable recommendations; communicate clearly and concisely, both orally and in writing; establish and maintain tactful, courteous, and effective working relationships with employees, public officials, other departments and agencies, businesses, and the general public; proficiently utilize modern work related technology and

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business computer applications; and maintain level of knowledge required for satisfactory job performance.

Other Requirements

Selected positions require possession of a valid California Driver's License and satisfactory driving record as a condition of initial and continued employment. Possession of a valid California Driver's License and satisfactory driving record at the time of appointment is required as a condition of initial and continued employment only if the operation of a vehicle, rather than the employee's ability to get to/from various work locations in a timely manner, is necessary to perform the essential functions of the position.

Revision History:

July 2009: Customer Programs Coordinator

January 2019: Revised to Account Manager

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