
Account Manager

DEFINITION

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

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. 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

Education/Experience

Any combination of 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 a related field.

Experience: Three years of progressively responsible professional experience in account management, business development, or program/project management in the utility industry or related field.

Knowledge

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

Special Requirements

Willingness and ability to work outside regular scheduled hours to meet operational needs.

Other Requirements

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