

<u>Salary Schedule</u>	<u>MOU</u>	<u>Benefits</u>
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City of Alameda  
Code No. 7617  
Approved by CSB  
7/4/09 1/9/2019

**SENIOR CUSTOMER PROGRAMS COORDINATOR Senior Account Manager**

**DEFINITION**

~~Under direction performs a variety of advanced 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 general 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; serves in a lead capacity and trains staff; and performs other related work as required.

**DISTINGUISHING FEATURES**

~~Senior Customer Programs Coordinator — This is the advanced level class in the series. Positions allocated to this class exercise a high degree of responsibility for specialized research, analysis and program administration. The emphasis of the work and the specialization required is dependent upon the specific business initiatives undertaken within the organization. Work in the class is distinguished from that of lower classes by the level of responsibility associated with assigned duties; may provide lead functions on a program and project basis.~~

This is an advanced-journey level professional classification in the Alameda Municipal Power Department. Positions in the Senior Account Manager classification typically work with complex and/or large business and government customers and may also lead and train staff.

**EXAMPLES OF DUTIES**

- ~~1. Plans, organizes and coordinates various programs, projects, 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. Assist to organize and participate in community events.~~
- ~~11. Monitors program and 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. May prepare documents for grant applications and administration.~~
- ~~15. May coordinate support staff work activities and determine work priorities and methods; provides lead direction and training for support staff on a program and project basis.~~
- ~~16. Performs related duties as assigned.~~

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, etc.); develop and maintain 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; develop sales and outreach strategies; and coordinate with marketing staff on development of program marketing material.
5. Identify opportunities for promotion of AMP programs and services with future/new development and 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, new/upcoming technology including electric vehicles/chargers and solar/storage, and regulatory and legal issues pertaining to AMP's key commercial customers
8. Train staff and serve as the lead worker in the Account Manager series.
9. 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.

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12/27/2018

Experience: Five years of increasingly progressively responsible professional experience in customer relations, and/or business process re-engineering; experience with utilities, utility customer program development and implementation; business outreach and recruitment programs, account management, business development, or program/project management in the utility industry or related field, which includes two years performing account management duties.

#### 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, practices and techniques of effective change management and business process development and implementation; 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; program and project planning and administration; residential, commercial, and industrial business needs; business mathematics; correct English including spelling, punctuation and grammar; personal computers including hardware and software applications related to the work; effective methods of communication both oral and written; effective methods of lead supervision; applicable technical information and aspects of the electrical utility industry.

Knowledge of principles and practices of customer relationship management, and public relations, 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; commercial and industrial electrical distribution systems; 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; modern communication technologies and media including smart phone, email and internet; and effective methods of leading and training staff.

#### Abilities

Ability to effectively perform advanced professional work involved in the customer contact and business process analyses and development; respond to requests and inquiries from the general public; excellent writing skills, 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; 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 calculations; establish and maintain accurate records; establish and maintain effective working relationships with employees, public officials, other departments and agencies, businesses, and the general public; use initiative and exercise independent judgment; plan, assign, oversee and review daily work of assigned staff; provide lead direction and training to assigned staff.

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

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12/27/2018

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; plan, assign, oversee, and review daily work of assigned staff; provide lead direction and training to assigned staff; 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.

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.~~

Revision History:

July 2009: Senior Customer Programs Coordinator

January 2019: Revised to Senior Account Manager

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