

CITY OF BURBANK

MARKETING MANAGER

DEFINITION

Under direction, to be responsible for the direct management of a comprehensive customer accounts program; and to do related work as required.

ESSENTIAL FUNCTIONS

Responsible for directing activities relating to marketing and delivery of electric, water, and other services to customers including customer relations and assistance; establishing and implementing customer agreements; developing innovative solutions to customer problems; prepares reports and business plans relating to existing and potential customer services; assesses community issues and concerns as they relate to the utility business; develops and conducts workshops and seminars for customers; conducts customer retention activities; acts as ombudsman for customers in resolving utility issues; drives on City business.

MINIMUM QUALIFICATIONS

Employment Standards:

- Knowledge of - electric and water industry including product production and delivery, environmental and conservation issues, quality, and laws and local ordinances.
- Ability to - understand and work effectively with governmental and quasi-governmental agencies; plan, direct and coordinate activities independently in a fast paced evolving environment.

Education/Training: Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance as determined by the City. Example combination includes, but is not limited to graduation from an accredited college with major work in engineering, accounting, business administration, economics, marketing, or related field; four years experience in customer, governmental, or public-relations, marketing, or sales.

Desirable Qualifications: A Master's degree in these or related fields. Experience in public or investor-owned utility.

License & Certificates: A valid California Class "C" driver's license or equivalent at time of appointment.

SUPPLEMENTAL INFORMATION

None.