

CITY OF BURBANK

MARKETING ASSOCIATE

DEFINITION

Under direction, to perform a variety of professional, technical and administrative duties; manage water and power demand-side management/efficiency and conservation programs; monitor legislative mandates to ensure compliance; and perform related work as required.

ESSENTIAL FUNCTIONS

Researches, develops, implements, manages, and oversees demand-side management (DSM)/efficiency and conservation programs for water and power customers; assesses and implements industry and emerging technologies and trends; interfaces with various regulatory agencies; reviews and reports on regulatory and legislative proceedings; prepares and presents reports; provides key account management services to the City's largest users of electricity and water; researches and makes recommendations on the utility's rate designs and requirements and describes rate elements to both technical and non-technical personnel; reviews and recommends new rate structures or revisions to existing rate designs; represents the utility at various industry trade shows, conventions, and community events; reviews engineering and architectural plans for water and energy efficiency; recommends options for increasing building and system efficiencies in existing and new development projects; plans and directs the work of others; supervises, trains, evaluates, and develops employees; makes effective recommendations regarding hiring, promotions, and transfers; makes effective recommendations regarding disciplinary action, up to and including termination; drives on City business.

MINIMUM QUALIFICATIONS

Employment Standards

- Knowledge of - energy and water conservation methodologies; building and system efficiencies; pertinent Federal, State and local policies, procedures and regulations; account management principles and practices; methods and techniques of customer service; utility rate making; practices and principles of sound management and supervision.
- Ability to - communicate effectively both verbally and in writing; research, develop, implement and monitor customer programs; research and prepare written reports; make informative and persuasive presentations; develop marketing materials; establish and maintain effective working relationships with supervisors, fellow employees, and the public; supervise and direct the work of others; provide clear work instruction; review and evaluate employees work performance.

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 or university with a Bachelor's degree in marketing, business, engineering, environmental science, economics, or a related field, three years experience in the design, development, evaluation, measurement or verification of utility DSM programs, and supervisory or lead experience.

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

SUPPLEMENTAL INFORMATION

None.