

**Title:** Manager of Pricing and Rates  
**PG:** 71  
**Status:** Non-Civil Service  
**Position Reports to:** General Manager  
**Department:** Lakeland Electric

**Class Code:** 2226  
**Date:** 09/08

**GENERAL DESCRIPTION OF CLASS:**

The Manager of Pricing and Rates is a highly responsible management position responsible for overseeing, directing, and coordinating all functions relating to customer and consumption forecasting, revenue budgeting, rate design, rate setting and analysis, and cost of service studies for the utility.

**ESSENTIAL FUNCTIONS:**

1. Manages and supervises division employees to include selection, development/training, assigning and monitoring work, performance management, recognizing and rewarding performance and issue resolution, in accordance with policies and laws.
2. Directs and coordinates the development, design, and implementation of new and existing utility rates. Evaluates and incorporates research data into rate design and performs annual rate reviews.
3. Establishes planning calendars for forecasts, budgets and studies to ensure compliance with the City of Lakeland's budgeting requirements. Monitors budget expenditures to meet budget restrictions.
4. Coordinates forecasting and budgeting efforts with the Assistant Finance Director to meet the needs of Lakeland Electric's requirements.
5. Assists with financial planning and modeling to support "what if analysis" of capital improvements planning, long-range financial forecasting, financing requirements, and rate setting for Lakeland Electric and the Water Department.
6. Directs and coordinates reporting requirements and implementation of procedures required by various governmental agencies for the utility.
7. Directs and coordinates the preparation and submission of testimony and data in response to governmental requests and orders.
8. Provides liaison services with consultants engaged by the department and with other electric utility organizations relevant to rates and forecasting.
9. Recommends annual budgets, manpower plans, and staffing levels needed to carry out operating responsibilities to the General Manager.
10. Works with billing staff on the correct application of rates and taxes.
11. Represents Lakeland in industry groups and associations, and local service organizations in matters relating to utility rates and regulatory requirements.

**ADDITIONAL RESPONSIBILITIES:**

1. Performs related work as required.

**KNOWLEDGE, SKILLS & ABILITIES:**

1. Extensive knowledge of municipal finance, financial and administrative management, information technology, utility economics and regulation in the public utilities industry.
2. Extensive knowledge of financial planning and analysis techniques, including discounted cash flow, present value, rate of return, and breakeven analysis.
3. Extensive knowledge of utility rate design and application including mathematical concepts and computer applications involved.
4. Effective presentation and oral communications skills.
5. Ability to write clearly and concisely on technical subjects of some complexity.
6. Ability to establish and maintain effective working relationships with co-workers, other City employees, and the general public, and to provide leadership to contribute to a working environment that will instill employee pride, morale and commitment to service excellence.

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7. Knowledge of state and local taxes associated with billing of electric and water utilities.
8. Ability to develop and support efficient and effective work teams.

**WORKING ENVIRONMENT/CONDITIONS:**

Requires sedentary work that involves walking or standing some of the time, exerting up to 10 pounds of force on a recurring basis, and routine keyboard operations.

The job risks exposure to no significant environmental hazards.

The job requires normal visual acuity, and field of vision, hearing, speaking, color perception, sense of smell, depth perception, and texture perception.

**QUALIFICATIONS (EDUCATION, TRAINING, AND EXPERIENCE):**

1. Graduation from an accredited four (4) year college or university, with a degree in accounting, economics, business administration, engineering, or a related field. Appropriate professional certification and a master's degree in business administration, finance or accounting are preferred.
2. Five (5) years of progressively responsible experience, with at least three (3) years of rate making experience in the public utilities industry.
3. An equivalent combination of education and experience that is determined to be directly related to the foregoing specific requirements may be substituted.
4. Completion of City University Level three (3) or completion within twelve (12) months.

**SPECIAL REQUIREMENTS:**

1. Must possess a valid state of Florida driver's license.
2. Must maintain a valid contact phone number.
3. May be required to work overtime, or alternate hours, as necessary for the efficient operation of the department. Position may be designated as Mission Critical by Department Director.