

Title: Assistant GM – Customer Service
PG: PB3
Status: Non-Civil Service
Position Reports to: Managing Director
Department: Lakeland Electric

Class Code: 1086
Date: 09/08

GENERAL DESCRIPTION OF CLASS:

The Assistant GM - Customer Service is responsible for coordination and direction of all functions involving direct contact with Lakeland Electric's retail electric customers to ensure that individual customer requirements are effectively met. The basic function is to provide the leadership and direction necessary to ensure quality, cost effective and responsive service delivery to clients and customers in a manner that ensures the profitability of the Business Unit.

PRINCIPAL DUTIES

Planning

1. Develops long-range plans, objectives, strategies and policies for the Customer Services Business Unit and obtains the Managing Director's approval. Ensures that approved plans are implemented through the Department's budget process and is accountable for results.
2. Coordinates market planning and development for all of Lakeland Electric's business units.
3. Develops strategies and tactical programs for business retention and expansion and marketing of profitable customer services. Develops innovative revenue enhancement and cost containment programs and programs relating to the efficient use of electricity.
4. Analyzes marketing programs to assess their implications for both individual business units and Lakeland Electric as a whole.

Operations

1. Serves as a member of the Managing Director's executive management team. As a member of the team, provides leadership in the development of Lakeland Electric's overall objectives, goals and performance measures and assists in the resolution of inter-departmental disputes.
2. Directs the activities of the Customer Services Business Unit including sales and marketing, meter reading, billing, credit and collection, revenue assurance, customer information, demand-side management, public relations, field services and major accounts in accordance with agreed upon action plans and objectives, and measures the performance of the unit against standards established relating to its operations.
3. Establishes procedures for the investigation and resolution of customer-complaints and monitors performance.
4. Within guidelines established by the Managing Director, directs the negotiation of customer contracts pertaining to the retail sale of energy.
5. Coordinates planning and operating activities with other Business Unit Directors and the Directors of major Lakeland Electric support organizations to ensure that overall Lakeland Electric business objectives are met.
6. Upon request of the Managing Director or Business Unit Directors, conducts research, performs special studies, and provides consultation in the area of marketing.

Organization and Personnel

1. Recommends annual budgets, manpower plans, and staffing levels needed to carry out operating responsibilities to the Managing Director for approval.
2. For management development and succession planning purposes, may be asked to perform the duties of other Business Unit Directors on a part-time or rotational basis with no adjustment in salary grade or compensation level.
3. Recommends personnel and compensation actions for subordinates to the Managing Director for approval.

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Outside Relationships

1. As directed by the Managing Director, represents Lakeland Electric in industry groups and associations, and local service organizations in matters relating to customer relations, marketing and energy management.
2. Serves as a spokesperson for the electric business and deals on a daily basis with customers and periodically as required with the news media.
3. Directs the negotiation of contracts with outside entities to obtain essential products and services on a competitive basis.

Reporting Relationships

1. Is appointed by and reports to the Managing Director.
2. Directly supervises the managers or supervisors of Customer Contact, Consumer Programs, Major Accounts, Field Services and Marketing.

KNOWLEDGE, SKILLS AND ABILITIES:

1. Theoretical and practical knowledge of effective electric utility marketing and sales practices with particular emphasis on customer service and retention.
2. Theoretical and practical knowledge of business, finance and utility management practices.
3. Ability to plan and direct multiple and complex business functions in a dynamic political environment.
4. Effective negotiation, presentation, interpersonal and written and oral communications skills.
5. Ability to establish and maintain effective working relationships and provide leadership to create a working environment that will instill employee pride, morale and commitment to service excellence.

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 traffic, no significant environmental hazards.
The job requires normal visual acuity, and field of vision, hearing, speaking, color perception, sense of taste, sense of smell, depth perception, and texture perception.

QUALIFICATIONS AND EXPERIENCE:

1. A four (4) year degree from an accredited college or university in public or business administration, economics, engineering, marketing or a related field. A master's degree in marketing or business administration is preferred.
2. Ten (10) years of progressively responsible experience, with at least five (5) years of management experience in the public utilities industry, and five years as head of an organizational unit with responsibilities for marketing, sales or customer service.
3. An equivalent combination of directly related education and experience may be substituted.
4. Completion of City University Level three (3) or completion within twelve (12) months.

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SPECIAL REQUIREMENTS:

1. Must possess and maintain a home telephone.
2. Must possess and maintain a valid state of Florida driver's license.
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.