

**Title:** Manager of Energy and Business Services  
**PG:** 69  
**Status:** Non Civil Service  
**Position Reports to:** AGM Customer Service  
**Department:** Lakeland Electric

**Class Code:** 2185  
**Date:** 09/08

**GENERAL DESCRIPTION OF CLASS:**

This professional position is responsible for executing Lakeland Electric's economic development strategies and account management operations programs. The main job function is to manage and oversee the account management program for large commercial/industrial customers, and the Energy Auditor Program. Manages customer service functions of subordinates and action plans associated with ensuring customer loyalty and retention while expanding the utility's customer base. Works with representatives of business, real estate and economic development organizations to develop and implement business retention and expansion programs that retain and attract highly technical and industrial businesses that will generate recognition and utilization of Lakeland Electric's assets, create job opportunities and provide industry diversification. Acts as liaison between Lakeland Electric and Lakeland Economic Development Council to develop and implement customer solutions for current and future needs. Also works with various internal departments to coordinate and implement targeted sales plans and programs to ensure successful implementation of those action plans.

**ESSENTIAL FUNCTIONS:**

1. Develops and implements short and long-term economic development/key account strategies. Develops a targeted business recruitment program based on Lakeland Electric's strategic goals.
2. Manages commercial sales and customer service individuals who have primary responsibility for those accounts. Is responsible for their continuing development with effective customer relationship management skills.
3. Manages Energy Audit Program, as well as other LE conservation efforts.
4. Works with other departments within electric as well as the city to help develop programs and policies that will enhance value to industrial and commercial customers making business transactions easier.
5. Works with Key Account Executives and the Billing Department to ensure that Key Accounts are being accurately billed in a timely manner.
6. Prepares the economic development/key accounts budget; ensures financial accountability and appropriate record keeping and internal controls.
7. Develops, implements and participates in special business community events to promote business development and vitality.
8. Serves as Lakeland Electric's liaison to the business community, chamber of commerce, economic development planning advisory boards economic development agencies and governmental agencies in furthering the department's economic development goals.
9. Presents proposed programs and projects to the Executive Leadership Team, business community groups, City Administration, City Commission and other community groups as necessary.
10. Researches, analyzes and reports on economic, sales and market trends. Proposes and writes resolutions, proclamations, ordinances, staff reports and other official documents as required related to economic development and account management operations functions.
11. Directs and assists with the preparation of industry client information material packages. Develops a database for capturing information on industrial and commercial account customers, their organizational structure and historical interactions with the city.

**ADDITIONAL RESPONSIBILITIES:**

1. Performs related work as required.

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**SUPERVISORY RESPONSIBILITIES:**

Performs supervisory responsibilities to include selecting, developing/training, assigning and monitoring work, performance management (establishing clear expectations, goals, and performance standards; coaching; providing timely feedback; conducting performance reviews, addressing performance/safety issues), recognizing and rewarding performance, and issue resolution within the work group, in accordance with policies and laws.

**KNOWLEDGE, SKILLS & ABILITIES:**

1. Knowledge of principles and practices of economic development, redevelopment and account management operations planning. Demonstrated experience and success in sales and marketing as it pertains to building customer relations.
2. Ensures direct reports understand their roles and responsibilities to support the sales organization by communicating performance expectations and provide feedback.
3. Ensures departments have the appropriate resources to deliver organizational needs.
4. Clearly articulates sales operation's capabilities, strategies and action plans to key stakeholders.
5. Coordinate with various departments to incorporate new marketing messages and information into sales aids, customer service scripts and FAQs.
6. Knowledge of economic analysis techniques related to market, feasibility and impact studies.
7. Knowledge of organizational and management practices as applied to the analysis and evaluation of economic development programs, policies and operational needs in a utility environment.
8. Ability to plan, organize and administer a comprehensive economic development and sales/marketing program.
9. Ability to identify and respond to community needs and concerns.
10. Ability to cultivate and maintain positive working relationships with members of the public and community organizations, business leaders, City staff, City Commission and representatives of other government and economic development agencies.
11. Ability to interpret and explain City ordinances, policies, procedures, and electric/water rates and represents Lakeland Electric and the City effectively in professional relationships with business leaders, elected officials and others.
12. Ability to coordinate multiple projects and meet critical deadlines.
13. Ability to work independently and exercise considerable independent judgment in resolving issues.
14. Ability to gather and analyze a variety of complex data, including economic studies, financial statements, marketing studies, plans, specifications, and bid documents.
15. Ability to prepare comprehensive written and oral reports, communicate clearly and concisely, orally and in writing.
16. Ability to foster a spirit of teamwork and cooperation with City staff and appropriate organization in meeting the department's economic development objectives.
17. Ability to recommend policies and implement programs in support of the local economy that assist in strengthening Lakeland Electric's technology infrastructure.
18. Skill in the use of a personal computer to perform word processing, spreadsheet and power point functions.
19. General knowledge of electric utility operations and engineering principles.
20. Ability/willingness to perform work safely and to report unsafe practices/situations to the appropriate supervisor.
21. Ability/willingness to perform work to support the vision, mission, values and goals of the department.
22. Ability/willingness to create and support a safe work environment.

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**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 college with a Bachelor's degree in Sales, Marketing, Engineering, Economic Development, Business or related field.
2. Requires eight (8) years to ten (10) years of increasingly responsible experience in Sales, Marketing, Economic Development and or Business Development.
3. An equivalent combination of education and experience that is determined directly related to the essential functions may be substituted at the discretion of the General Manager.

**SPECIAL REQUIREMENTS:**

1. Must maintain City driving privileges/valid Florida driver's license.
2. Must maintain a valid contact phone number.
3. Attendance at night meetings and out of town travel will be required.
4. 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.