

Title: Director of Diversified Services
PG: *
Status: Non-Civil Service
Position Reports to: General Manager
Department: Lakeland Electric

Class Code: 1072
Date: 09/08

GENERAL DESCRIPTION OF CLASS:

The Business Unit Director – Diversified Services is responsible for the evaluation, development, coordination and direction of all functions pertaining to Non-traditional programs and services offered by the utility to enhance net revenues and to help achieve the vision for Lakeland Electric. The basic function of the Director is to provide product and program management functions to Lakeland Electric's new business concepts and start-up businesses until decisions are made for their discontinuance or divestiture. In addition, the Director is responsible for the management of the Lakeland Electric's Telecom division offering communication services to the Supply and Distribution units and voice communication to all City Departments.

ESSENTIAL FUNCTIONS:

1. Develops long-range plans, objectives, strategies and policies for the Energy Delivery Business Unit and obtains the General Manager's approval. Ensures that approved plans are implemented through the Department's budget process and is accountable for results.
2. Identifies, analyzes and recommends new business opportunities in light of Lakeland Electric's stated plans and objectives. Investigates new business opportunities through consultants, persons with needed expertise from Business Units throughout the Lakeland Electric organization and experts outside of Lakeland Electric in industry organizations.
3. Develops and recommends system reliability criteria and performance standards for new businesses and the Telecom Division. Plans for anticipated demands on the new business resources and the Telecom Division system components and facilities to meet current and future customer requirements.
4. Oversees Telecom Division planning and scheduling of work and assignment of personnel to improve the efficiency of construction and maintenance operations
5. Serves as a member of the General Manager'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.
6. Maintains an incubator form of organization and directs Lakeland Electric's new ventures until the scope of activities is clearly defined and the businesses become viable profitable enterprises or decisions are made for their discontinuance or divestiture.
7. Directs the activities of the Telecom Division including planning, construction, operation and maintenance of the Lakeland Electric fiber optic communication systems in accordance with agreed upon action plans and objectives, and measures the performance of the unit against standards established relating to its operations.
8. Within guidelines established by the General Manager, directs the negotiation of deals relating to business alliances, joint ventures and the acquisition or divestiture of business units.
9. Upon request of the General Manager and Business Unit Directors, conducts research, performs special studies, and provides professional consultation in the area of new venture analysis.
10. Prepares periodic reports for the General Manager, the City Manager and the City Commission concerning the progress of new business activities and the performance of individual lines of business in comparison to approved business plans.
11. Recommends annual budgets, work force plans, and staffing levels needed to carry out operating responsibilities to the General Manager for approval.

ADDITIONAL RESPONSIBILITIES:

1. Maintains such outside relationships as are necessary to effectively accomplish

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organizational objectives. Acts as the Department's point of contact with outside organizations relating to business alliances, joint ventures and the acquisition or divestiture of businesses.

2. Represents Lakeland Electric in industry and professional groups and maintains other outside relationships as directed.
3. 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.
4. Recommends personnel and compensation actions for subordinates to the General Manager for approval.

KNOWLEDGE, SKILLS & ABILITIES:

1. Theoretical and practical knowledge of management and operations of entrepreneurial enterprises. Skilled in deals analysis and the development of strategic, financial, and marketing plans for new business ventures.
2. Ability to plan and direct multiple and complex business functions in a dynamic political environment.
3. Effective presentation, negotiation and written and oral communications skills.
4. Leadership skills in group and other situations where there is no direct supervisor-employee relationship.
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 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 or university with a Four (4) year degree in business administration, accounting, industrial engineering, marketing or a related field. A master's degree in marketing or business administration is preferred.
2. Six (6) years of progressively responsible experience is required, with at least three (3) years of experience in managing the business activities of diversified companies with operations in the electric utility industry.
3. An equivalent combination of directly related education and experience may be substituted.

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.