

## UTILITIES BUSINESS DEVELOPMENT COORDINATOR

### JOB DESCRIPTION

**Classification Responsibilities:** A Utilities Business Development Coordinator is responsible for promoting, developing, and implementing an integrated Utilities Business Development Program to: increase the number of residential, commercial, and industrial natural gas, electric power and/or water customers and associated revenues in the City of Mesa's Service Areas; provide cost saving opportunities to new residential and commercial and/or industrial developments; and provide technical support and assistance to customers in making utility-related decisions. The position may supervise and direct professional staff in implementing utility service marketing strategies by coordinating utility incentive programs and conducting utility use surveys and analyses. This position performs other related duties as required.

**Water Resources Assignment:** The incumbent must have the ability to track and analyze trends in water consumption and water usage patterns and revenues for large commercial/industrial customers. Conduct research and analyze data on water efficiencies to project future consumption trends for large users and effectively communicate findings and potential impacts on water supply and revenue recovery to management. Work with the forecasting team to provide input for growth potential and forecasted consumption for Mesa's large water users. Assistance in developing and tracking incentive rates to ensure commercial and industrial users are on the best rate available to them. Ability to work with and communicate with other areas of the department to analyze high and low reads to determine the usage patterns and anomalies of the larger users of the water system. Effectively represent the Water Resources Department and its needs and limits when new development opportunities arise, being the main point of contact to coordinate, gather, and prepare with engineering, policy, and rates related requests in a confidential and discreet manner. Effectively work and communicate with commercial and industrial users to ensure awareness of changes in rates, policy, or legislation that may directly impact them.

**Distinguishing Features:** The Utilities Business Development Coordinator is responsible for enhancing the City's revenues by increasing the quantities of natural gas, electric, and/or water sold through the coordination of public relations program to educate customers and negotiating agreements with residential, commercial, and industrial developers to provide applicable new natural gas, electrical services and/or water in geographical growth areas. This class is supervised by the Energy Resources Program Manager or the Water Resources Department Director and is allowed considerable independence of action with work being reviewed through periodic conferences, reports, and results achieved. This class is FLSA exempt-administrative.

### QUALIFICATIONS

**Employee Values:** All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

**Minimum Qualifications Required.** Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Marketing, Business, Engineering, or related field. A minimum of 3 years experience in planning, marketing,

advertising, public relations, engineering, business development, or closely related field. Previous supervisory experience is required as is experience with developing creative financing options for public projects and conducting financial feasibility analysis for large public projects.

**Special Requirements.** Must possess a valid Arizona Driver's License by hire date.

**Substance Abuse Testing.** None.

**Preferred/Desirable Qualifications.** Previous experience with electric, water, and/or natural gas distribution systems, technical and/or engineering experience related to energy and water conservation in residential, commercial construction, and natural gas and electric appliance operations is highly desirable.

## **ESSENTIAL FUNCTIONS**

**Communication:** Contacts developers, engineers, architects, contractors, and homeowners involved in residential, commercial, and industrial projects to promote the availability of natural gas, electrical services, and/or water services. Provides prospective customers with information on available utility services, pricing structure, and new technology available to meet their needs. Coordinates preparation of booklets, brochures, pamphlets, reports, bulletins, press releases, speeches, and audio-visual programs to inform customers of the responsible utilization of natural gas, electric power services and/or water services. Prepares written documents such as residential and commercial utility service agreements, letters of availability, cost estimates, etc., to effectively provide natural gas, electric, and/or water service to consumers.

**Manual/Physical:** Enters data or information into a personal computer in order to provide cost comparative analysis, research results, and rebate program activities. Operates a motor vehicle requiring a standard Arizona Driver's License to travel to various locations to give presentations, attend meetings, and conduct Utility business.

**Mental:** Plans, organizes, and directs the activities of the Utilities Business Development Program to increase the revenue for the City's natural gas, electric, and/or water utilities. Resolves work-related problems involving time constraints, project costs, delays, etc. Negotiates with developers and construction representatives to arrive at consensus to avoid large capital outlays. Coordinates work activities, distributing survey cards, explaining incentive programs, and connecting policies with other departments or agencies to obtain optimum results with limited funds. Develops short and long-term business development objectives to gain and maintain greater natural gas, electric, and/or water services market share. Conducts research and analyzes data on energy efficiencies (examples: methane, propane, butane, #2 fuel oil, electricity) to accomplish a comparative analysis on the strengths and qualities of natural gas and electricity relative to alternative fuels. Performs mathematical calculations, statistical computations, and financial and economic cost analysis in conducting revenue studies, extension costs, and energy comparison revenue studies to persuade customers to use the most efficient energy possible. Assists in preparing the Department budget by projecting costs associated within the Utilities Business Development function. Comprehends and makes inferences from written material and technical profiles on natural gas and electric equipment to help convey new technology developments to prospective users. Understands and/or interprets blueprints, schematic drawings, layouts, or other visual aids (examples:

plans, plats, mechanical sheets, etc.) to assist engineers in determining locations of electrical distribution lines, substations, feeders, and natural gas mains, metering equipment, load factors, etc. Estimates material costs from blueprints or work plans, house plans, plats, quarter sections to determine economically feasible extension policies. Learns job-related materials through on-the-job training regarding utility locations, new appliance technology, and communication skills. Attends related seminars and works with other area utilities to determine the most effective means of promoting the City's natural gas, electric and/or water utilities.

**Knowledge/Abilities:**

Knowledge of:

product marketing techniques and business development practices;  
general theories and principles of business development and public relations;  
techniques used in research and statistical analysis;  
basic water, natural gas and electric appliance efficiency levels, costs of operation, and advantages/disadvantages of specific equipment; and  
advertising techniques and practices.

Ability to:

analyze, appraise, and organize facts;  
make oral and written presentations to governmental and citizen groups;  
plan, formulate, and execute policies/programs;  
increase public awareness of natural gas, electric, and/or water service cost of installation, procedures, and service availability in the City's service areas;  
keep current of the latest developments in natural gas, electric, and/or water technology and stay informed on changes in the natural gas, electric, and/or water industries;  
promote the efficient and responsible increase in residential, commercial, and industrial natural gas, electric usage, and/or water usage and increase the number of utility customers throughout the City's service area through effective implementation and revision of a marketing plan; and  
interact with departmental supervisors and managers to establish and maintain effective working relationships.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

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JOB FCTN-ADM

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