

**CITY OF ANAHEIM  
CLASS SPECIFICATION**

**TITLE CODE: O32**

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**CLASSIFICATION:**     **Utilities Communications Supervisor**

**DEPARTMENT:**       **Public Utilities**

**CLASS DEFINITION:** To supervise, assign, review, and participate in the work of staff responsible for the development and implementation of marketing campaigns for the Public Utility Department's conservation and efficiency programs to its water and electric customers; to develop public outreach campaigns to support the department's operating and capital projects and community involvement efforts; to communicate the department's position on relevant industry, regulatory, and legislative issues to key stakeholders such as policy makers and the media; to ensure work quality and adherence to established policies and procedures; and to perform the more technical and complex tasks relative to assigned area of responsibility.

**DISTINGUISHING CHARACTERISTICS:** Positions at this level are distinguished from other classes within the series by the level of responsibility assumed, the complexity of duties assigned, and the responsibility for direct supervision of Utilities Communications staff. Employees perform the most difficult and responsible types of duties assigned to classes within this series.

**SUPERVISION RECEIVED AND EXERCISED:**

Receives direction from the Utilities Strategic Planning Manager.

Exercises direct supervision over professional staff.

**EXAMPLES OF ESSENTIAL JOB FUNCTIONS:**

*The following functions are typical for this classification. Incumbents may not perform all of the listed functions and/or may be required to perform additional or different functions from those set forth below to address business needs and changing business practices.*

Plan, prioritize, assign, supervise, review, and participate in the work of staff responsible for the development and implementation of marketing campaigns for the Public Utility Department's conservation and efficiency programs to its water and electric customers.

Establish schedules and methods for providing marketing services; identify resource needs; review needs with appropriate management staff; allocate resources accordingly.

Participate in the development and implementation of division goals and objectives as well as policies and procedures; make recommendations for changes and improvements to existing standards, policies, and procedures; monitor work activities to ensure compliance with established policies and procedures.

Participate in the selection of communications staff; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline procedures.

Participate in the preparation and administration of the communications program budget; submit budget recommendations; monitor expenditures.

Develop and implement a strategic marketing plan that supports the department's brand position, communicates accomplishments to key stakeholders, and builds awareness, interest, and support in the department's programs, services, and positions.

Develop and maintain marketing and key stakeholder contact lists to ensure the department's ability to communicate messages to targeted audiences quickly and effectively.

Maintain tracking systems to monitor the effectiveness of various marketing channels to generate customer participation in water and energy conservation and efficiency programs.

Maintain tracking systems that capture potential content for the department's communications and marketing program through ongoing discussions with executive, senior, and program managers, as well as monitoring of current and future department activities.

Keep staff apprised of division programs; develop marketing campaigns that generate the customer participation needed to achieve water and energy efficiency goals; provide marketing expertise to program managers during program development to ensure programs and services have adequate customer participation.

Research needs and wants of customers; create customer survey tools; distribute customer surveys and analyze results; and develop a work plan based on results.

Research and implement program and marketing strategies and emerging program and service needs; implement successful best practices for marketing and communications.

Maintain existing internal and external communication channels, and research and implement new channels as needed to effectively reach desired audiences.

Act as Public Utilities Department media spokesperson; respond to all department calls from media; research background of media topics; pitch stories to media; oversee the creation of press releases, ads and information materials.

Administer contracts with outside consultants; develop RFPs, select vendors, prepare vendor contracts, assist in negotiating contracts, and track contract expenditures.

Oversee internal and external communications; oversee creation and distribution of print, video, and electronic communications content, Public Utilities Department internet and intranet content, increase internal communications; oversee graphic layout of articles and videos.

Coordinate and oversee large scale events and dedications by creating and issuing press releases; arrange for speakers and coordinate logistics for ceremonies, providing supplementary information to event participants, and ensuring the presence of media.

Direct, coordinate and review a strategic marketing work plan; assign work activities and projects; monitor workflow; review and evaluate work products, methods and procedures.

Gather and analyze data and make recommendations; identify and manage all aspects of special projects.

Coordinate activities with those of other divisions and outside agencies and organizations; provide staff assistance to the Utilities Strategic Planning Manager; prepare and present staff reports and other necessary correspondence.

Attend and participate in professional group meetings; maintain awareness of new trends and developments in the fields of communications and marketing; incorporate new developments as appropriate into programs.

Perform related duties as required.

## **JOB RELATED QUALIFICATIONS:**

Experience and Education: Four years of responsible public relations, marketing, or communications program management experience including one year of administrative and/or lead supervisory experience supplemented by a Bachelor's degree from an accredited college or university with major course work in journalism, communications, marketing, public relations, or a related field. An equivalent combination of experience and education sufficient to perform the essential job functions and provide the required knowledge and abilities is qualifying.

Knowledge of: Operations, services, and activities of a communications and marketing program; principles and practices of marketing, public relations, and internal and external communications; effective and modern customer research tools and techniques; data collection and report preparation techniques; general news media practices; appropriate mediums to disseminate information to customers, policymakers, industry sources, and the media; principles of marketing and business management; principles of supervision, training, and performance evaluation; basic principles and practices of budget preparation and administration; principles and procedures of record keeping; principles of business letter writing and basic report preparation; office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases; pertinent federal, state, and local laws, codes, and regulations.;

Ability to: Coordinate and direct communications and marketing programs for a public utility; supervise, organize, and review the work of assigned staff involved in utility program marketing; select, train, and evaluate staff; recommend and implement goals, objectives, policies and procedures for providing communications services; understand the organization and operation of the organization and of outside agencies as necessary to assume assigned responsibilities; understand, interpret, and apply general and specific administrative and departmental policies and procedures as well as applicable federal, state, and local policies, laws, and regulations; prepare clear and concise reports; participate in the preparation and administration of assigned budgets; analyze and draw logical conclusions from a variety of data and information; make sound recommendations for media placement; plan, organize, direct and evaluate marketing strategies; develop and market water and energy services and products; negotiate and administer a variety of contracts; plan and organize work to meet changing priorities and deadlines; effectively represent the City and Anaheim Public Utilities to outside individuals and agencies to accomplish the goals and objectives of the unit; work cooperatively with other departments, City and utility officials, and outside agencies; respond tactfully, clearly, concisely, and appropriately to inquiries from the public, City and utility staff, or other agencies on sensitive issues in area of responsibility; communicate clearly and concisely, both orally and in writing; and establish and maintain effective working relationships with those contacted in the course of work.

License/Certification Required: Possession of an appropriate, valid driver's license.

## **WORKING CONDITIONS:**

Environmental Conditions: Work is performed primarily in a standard office setting with some travel to different sites; incumbents may be required to work extended hours including evenings and weekends.

Physical Conditions: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**OTHER:**

FLSA Designation: Administrative Exempt

Unit Designation: Professional Management

Note: The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an inclusive list of all duties, responsibilities and skills required of incumbents. In accordance with the Americans with Disability Act, reasonable accommodation may be made to enable individuals with disabilities to perform the essential job functions.

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