

KEY ACCOUNT REPRESENTATIVE

DEFINITION

To develop and maintain effective relationships with the Electric Utility Department's largest commercial customers; to identify, recommend and manage customer energy efficiency and demand side reduction projects to meet State mandates and City policy; and to assist with the development and marketing of electric energy efficiency and conservation programs.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from an Electric Retail Services Supervisor.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Serve as account representative on key/major commercial electric utility accounts; identify, recommend, develop and manage peak load and energy efficiency methods, seeking to reduce or shift energy demand and consumption.

Identify and implement new electric energy efficiency and conservation programs, strategies and services to meet utility and/or regulatory requirements; develop program objectives and marketing strategies, including appropriate methods and materials of delivery.

Consult with key/major accounts on energy load issues, rate issues and legislative issues in an effort to identify energy use trends; review energy use and identify anomalies and develop plans to help reduce the use of energy.

Assist key/major accounts with improvement plan process as it relates to change in load.

Review and analyze energy efficiency, demand reduction, potential renewable energy sources, and special contracts to determine and recommend modifications or new programs, as applicable.

Develop and administer a customer contact and communication plan; establish direct, ongoing relationships with customers; respond promptly to customer inquiries and request; meet regularly with customers to discuss needs, changes that may affect load, economic development opportunities and related issues; visit customer sites; retain high level of customer satisfaction from all levels of contract with key/major accounts.

Develop and maintain knowledge of rates, rate trends, energy efficiency programs, environmental regulations and permitting processes; seek alternative resolution to difficult problems and adjust strategies to meet changes in customer conditions.

Key Account Representative

- 2 -

Develop and implement measures to analyze and evaluate program effectiveness and methods of recruitment/enrollment; recommend modifications for process improvements; and prepare related cost/benefit analysis.

Develop and recommend new and/or modified policies, programs, and services to meet new program marketing opportunities and/or improve service to existing customers.

Prepare and present a variety of technical reports and communications that include supporting statistical data; make presentations to high level customer and departmental staff.

Develop and implement marketing strategies for energy efficiency, conservation and renewable energy directed at local businesses.

Monitor legislation related to energy efficiency issues and make recommendations for new and/or modified policies and programs in response to legislation.

Receive research, respond and resolve customer issues and complaints.

Perform the most difficult work related to developing, managing, and marketing energy efficiency programs.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Commercial and industrial electrical distribution systems, customer end uses for energy using equipment, components and practices.

Basic principles and practices of electric utility energy transmission and distribution.

Electric energy efficiency, electric renewable generation and electric conservation programs.

Sophisticated methods of business decision making.

Development and implementation of new policies related to customer service account operations in an electric utility.

Program management, including budget development, administration, implementation, training and control.

Energy efficiency, conservation and renewable energy technology and best practices for large commercial accounts.

Advanced customer service and negotiation skills.

Pertinent local, State, and Federal ordinances, rules, and regulations.

City policies, electric industry standards, and current technology and trends related to energy efficiency programs.

Ability to:

Develop and maintain effective business relationships with the department's key/major accounts as it relates to energy efficiency, conservation and renewable energy.

On a continuous basis, know and understand all aspects of the job; intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis, sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Develop, recommend, and administer program budgets related to energy efficiency programs.

Utilize energy efficiency technologies, techniques, and methods of analysis as applied to demand reduction opportunities within commercial and industrial sectors.

Develop, implement and market energy efficiency programs consistent with legislation and customer needs.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training

A typical way to obtain the required knowledge and abilities would be:

Key Account Representative

- 4 -

Experience:

Three years of responsible experience involving the development and marketing of energy efficiency programs that involved extensive customer contact.

AND

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in marketing, business administration, engineering or a related field.

License and Certificate:

Possession of, or ability to obtain, a valid California driver's license.

Possession of, or ability to obtain, certification as a Certified Energy Manager from the Association of Energy Engineers.

02-09-13 Key Account Representative
07-01-03 Major Accounts Representative