



Lindapaul@searchpartnership.net

Assistant General Manager Customer Service and Marketing

The City of Burbank is nestled between the Hollywood Hills and the Verdugo Mountains at the edge of the San Fernando Valley in Southern California. Burbank's 17 square miles contain a diverse resident population of 107,000 and a working population that exceeds the number of residents. Its excellent school system, extensive shopping, moderate year-round climate, tree-lined neighborhoods, proximity to ocean and mountains, and many parks make Burbank an excellent place to call home. Los Angeles and its many entertainment and cultural attractions are only a short drive away. with the beach to the west and the recreation areas of the San Gabriel Mountains to the east.

Burbank continues to experience a strong economic environment and growing development trends, even amidst the nation's overall economic challenges. Burbank's legacy as the "Media Capital of the World" is supported through the location of many of the world's largest media companies here in town, including the Walt Disney Company, the Disney Channel, Warner Brothers, NBC's West Coast Headquarters, Nickelodeon, and Cartoon Network.

Burbank is a Charter City that operates under the City Council-City Manager form of government. The five-member City Council is elected for four-year overlapping terms, with the Mayor appointed annually from among the Council. The City Clerk and the City Treasurer are also elected positions. The City Manager and City Attorney are appointed by the City Council. All other department heads are appointed by the City Manager. Burbank is a full-service City, employing over 1,400 people.

The Assistant General Manager Customer Service and Marketing will report to General Manager Jorge Somoano. The Asst. General Manager has six peers and they are the Asst. General Managers of Electric Services, Power Supply, Water Systems, Technology, the CFO and the Administrative Officer.

The Asst. GM Customer Services and Marketing is responsible for the strategic direction, management, the operation and maintenance of a division within the utility responsible for customer service, marketing, and public information activities of the utility with a group totaling 50 people through 3 direct reports, Marketing Manager, a Customer Service Manager and a Collections and Technology Manager.

Burbank Power and Water is looking to hire an Asst. General Manager due to the upcoming retirement of Joanne Fletcher who has been with the city for many years. Additionally, within the Customer Service and Marketing division there will be potential senior level retirements within the next year. Succession planning is important to Burbank and they have planned well

with some very strong internal candidates who can step up into those other retirement roles. However, Burbank will be looking for a well-rounded, senior executive who can bring in new ideas and technologies of how to create value to customers.

Burbank is looking to bring in a strong Customer Care leader, who brings a strong understanding of how and when the organization touches or should touch the customer. They will lead the Burbank organization to own the brand and the touch. Burbank has good customer care numbers but is always looking to improve. The Customer Care and Marketing division also has responsibility for Billing and Collections, Rules and Regulations as well as Rates Implementation.

Additionally, we are looking for an executive who has a technology orientation which will allow them to spearhead deployment of new technologies. There is a meter management data system upgrade coming and we will be looking to provide time of use pricing to customers allowing them to manage loads.

The successful Asst. GM Customer Care and Marketing candidate will have a proven record of human capital development, strong business acumen who understand how to lead a marketing group to influence customer behaviors and is passionate about taking care of customers and customer service. This executive will have an executive presence that includes confidence to provide guidance and support to the GM as well as the City Council. They will be a leader as well as be a strong team player with the executive team.

The Asst. GM develops, presents, and implements fiscal plans; directs personnel administration; confers with the General Manager on policies; monitors and reports on division operations; prepares reports for presentation to the City Manager, City Council, and regulatory agencies; confers with department managers and officials of BWP and other utilities and directs the division's operations to secure the best coordination possible with such other organizations; reviews federal, state, and local laws and ordinances relevant to the operation of the division; reviews purchases and personnel actions; may act as department manager in the absence of the General Manager; supervises, trains, and evaluates employees; makes effective recommendations regarding hiring, promotions, and transfers; effectively recommends disciplinary action as needed, up to and including termination;

MINIMUM QUALIFICATIONS

Five years in a senior management role.

Knowledge of – administrative, financial, and technical problems of management including budget and fiscal administration, personnel administration, public relations, marketing, basic principles of customer service and account management as applied to a utility.

Ability to - plan, direct, and coordinate service operations; provide leadership to a group of subordinate managers; analyze technical and administrative problems and develop effective solutions; communicate effectively, both verbally and in writing; prepare and present reports and

public addresses; supervise and direct the work of others; establish and maintain effective working relationships with supervisors, fellow employees, and the public.

Ability to manage and resolve customer issues.

Proper sense of urgency in managing priorities. Likes to achieve quick and accurate results.

Interpersonal, consultative and leadership traits providing credibility and rapport with their team, senior management, GM, City Manager and City Council.

Excellent communication skills required, both in formal presentation setting and one on one interaction. Ability to think quickly and respond to questions. Tactfully but assertively persuasive.

Superior financial, business analytic skills balanced by a keen strategic business perspective; able to integrate the larger strategic picture, focus on key issues and solve problems. Be a creative, logical thinker and presenter.

Personal Characteristics

Organized	Executive presence
Drive	High energy
Resourceful	Mature
Independent	Community Service Oriented
Team Oriented	Self-motivated
Ethical values	Patience
Environmental concern	

Education/Training: Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance as determined by the City. Example combination includes, but is not limited to graduation from an accredited college with major work in business, customer relations, marketing, accounting, or finance; six (6) years of administrative experience, including three (3) years in the planning, direction, and coordination of a division or section of a business or utility organization.

COMPENSATION

A compensation package comprising base salary, and complete benefits will be structured to attract the ideal candidate. However, we expect the Base will range from. \$160K to \$198K, dependent on candidate qualifications.

BENEFITS

BWP offers medical, dental, and vision plans as well as a PERS retirement plan and a retiree medical plan.

Please send resume and cover letter to lindapaul@searchpartnership.net 908-541-0390