

**MAJOR FUNCTION**

This is professional, technical and public contact work in the field of energy conservation and utility marketing involving residential and/or commercial structures in compliance with the National Energy Conservation Act. Work involves conducting walk-through and computerized gas or electric energy audits of residential and/or commercial and municipal structures; or assisting in developing, implementing, and monitoring various programs designed to market gas or electric utility residential or commercial services; and performing research and providing technical assistance to customers. Work is performed under the general direction of an administrative superior; however, the employee is expected to exercise judgment and initiative in the performance of work tasks. Work is reviewed through analysis of reports, observations and by the results obtained.

**ESSENTIAL AND OTHER IMPORTANT JOB DUTIES****Essential Duties**

Promotes, delivers and monitors the City's gas or electric energy conservation programs of residential and/or commercial and municipal structures. Assists in developing, implementing, and monitoring various programs designed to market gas or electric utility residential or commercial services. Analyzes the energy use of residential, commercial and municipal buildings through review of building components and mechanical equipment. Provides information to utility customers or contractors on conservation and marketing programs, qualifying criteria and application procedures. Assists citizens in completing application forms, locating contractors, suppliers and financial institutions for the purpose of facilitating program participation. Instructs consumers in energy saving techniques and suggests methods of improving existing energy problems utilizing the most economical and effective recommendations to protect the interest of the consumer. Researches and collects information necessary to resolve customer problems or responds to citizen inquiries either orally or in writing. Ensures energy conservation and marketing program coordination with energy auditors and other City staff. Conducts customer surveys on consumer attitudes to determine program market potential and advertising needs. Keeps abreast of all state and federal laws relating to energy conservation programs. Processes program forms to utility departments, Information Systems Services and Accounting to ensure contractor payment and billing credits. Maintains statistical and financial reports that measure program efficiency and effectiveness. Performs related work as required.

**Other Important Duties**

Assists in implementing marketing or promotional strategies, materials and presentations to enhance program participation. Provides energy educational materials to schools, organizations and the public. Assists in planning and implementing revisions to existing programs, policies or administrative procedures. Performs related work as required.

**DESIRABLE QUALIFICATIONS****Knowledge, Abilities and Skills**

Knowledge of the implementation and administration of utility energy management and marketing programs. Knowledge of utility operations, ordinances, rates, policies and procedures. Knowledge of the principles and techniques of marketing and public relations. Working knowledge of energy conservation and marketing methods, techniques, practices and regulatory constraints. Ability to bring customers, suppliers, contractors and lending institutions together to accomplish marketing and energy saving goals. Ability to establish and maintain harmonious and effective working relationships as necessitated by the work. Ability to deal tactfully, persuasively and effectively with the public. Ability to perform mathematical computations and prepare and maintain complex records and reports. Ability to perform walk-through and computerized audits. Skill in the use of microcomputers and the associated programs and applications necessary for successful job performance.

Minimum Training and Experience

Possession of a bachelor's degree in public or business administration, marketing, public relations, communications, engineering, architecture, behavioral, general or social science, education or a related field and one year of technical/professional experience in an advertising agency or experience that includes energy management, general contracting for residential renovation or construction, mechanical equipment sales in HVAC (heating, ventilation and air conditioning), installation or maintenance of HVAC mechanical equipment, professional building inspection, utility marketing, utility customer service or a related area; or an equivalent combination of training and experience.

Necessary Special Requirements

Must obtain Residential Conservation Service Auditor Certification within six months of appointment.

Must possess a valid Class E State driver's license at the time of employment.

Revised: 04-23-78  
01-18-90  
09-28-90  
12-06-90  
01-13-95  
04-13-04\*  
02-19-10\*