

COMMUNICATIONS SUPPORT SERVICES ADMINISTRATOR

PURPOSE AND NATURE OF WORK

Position is responsible for business support services for the communications system which provides telephone, television and data communications to customer sites using fiber optics. Incumbent works with substantial independence and reports to the Director of Utilities and has supervisory responsibilities for a professional marketing, sales, contract management, regulatory compliance, and administrative staff.

ILLUSTRATIVE EXAMPLES OF WORK (Note: These examples are intended only to illustrate the various types of work performed by incumbents in this class. All of the duties performed by any one incumbent may not be listed, nor does any incumbent necessarily perform all of these duties.)

Supervises and participates in the development and execution of marketing plans, customer acquisition and retention strategies, advertising, public relations, responses to local and national media inquiries, monitoring of competition, customer messaging and communications, social media, event planning, sponsorships, website maintenance and development, and customer facing documents and brochures. Trains employees and contract labor on sales techniques and product information. Monitors and recommends changes to products and pricing as needed.

Leads wholesale, government, and contracted business and residential sales efforts using a staff of sales associates and support personnel. Ensures and monitors timely reporting of customer and sales data to determine effectiveness of efforts and recommends changes to improve performance.

Supervises and participates in negotiations and administration of television programming agreements and oversees regulatory compliance with the Federal Communications Commission and the Louisiana Public Service Commission. Monitors and provides input to entities proposing new or changed regulations. Supervises and participates in administrative duties and customer billing support.

Performs related work as required.

NECESSARY KNOWLEDGE, ABILITIES AND SKILLS

Thorough knowledge of availability of and market for, communications services including telephone, television, and internet.

Thorough knowledge of services and pricing alternatives available to wholesale and retail customers by subscribers to LUS communications system.

Knowledge of television industry methods and practices.

Thorough knowledge of development and implementation of effective marketing and sales strategies and programs.

Knowledge of federal, state, and local laws governing communications business, contracts, pricing and related.

Ability to form and maintain effective working relationships with other Utility personnel, customers, elected officials, regulatory agencies, and general public.

Ability to communicate clearly, verbally or in writing.

DESIRABLE EDUCATION AND EXPERIENCE

Graduation from an accredited college with major course work in Business, Accounting, Finance, Marketing or related, supplemented by substantial working experience in utility customer information systems and customer relations.