

## **BUSINESS AND MARKETING ANALYST**

### **PURPOSE AND NATURE OF WORK**

The purpose of this position is to analyze, modify, and market utility business initiatives, improve the performance of the utility through comparing business practices with those of similar utilities, analyzing differences, facilitating improvement, and communicating those improvements to customers. Incumbent works under the general supervision of the Chief Analyst, and has no supervisory responsibility.

### **ILLUSTRATIVE EXAMPLES OF WORK** (include, but are not limited to)

**(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.)**

Identifies operations and maintenance practices of the utility that are quantifiable in their financial impact, and comparable to similar practices in other utilities. Conducts the measurements and quantification of these practices. Identifies similar utilities, obtains their cooperation, prepares questionnaires, obtains information and quantifies their similar practices. Compares, analyzes, and effectively presents the results. Identifies differentiating factors, characteristics of the practices that are necessarily, or by discretion, different, and takes these into account when performing comparisons, analyses and reports. Performs comparisons between utilities, interprets results, draws conclusions, prepares presentations and reports, informs and involves operations personnel. Monitors progress toward achieving strategic plans of the utility, including Total Quality Management, Employee Performance Measurement, Customer Retention, Cost Containment, and Employee Pay for Performance. Assists in financial and rate analyses, as well as budget preparation. Uses data from above for marketing of LUS programs. Prepares brochures, ads, visual aides, and reports; makes presentations to the public. Maintains the LUS websites to assure relevant and updated information is provided to internet users.

Performs related work as required.

### **NECESSARY KNOWLEDGES, ABILITIES, AND SKILLS**

Knowledge of utility financial and budgetary measurements.

Knowledge of descriptive statistical methods.

Knowledge of Lafayette Utility System's organization, facilities and operations / maintenance functions.

Ability to quantify and compare operations and maintenance activities.

Ability to identify other comparable utility systems.

Ability to obtain cooperation and maintain credibility with supervisors and management in this and other utility systems.

Ability to form and maintain effective working relationships with officers, elected officials, public and employees.

Ability to communicate clearly and effectively, orally and in writing.

### **DESIRABLE TRAINING AND EXPERIENCE**

Baccalaureate degree in Business, Finance, Business Quantitative Analysis or a related analysis field, with prior experience in utility performance measurement, or an equivalent combination of education and experience.