



## Chief of Operations (COO) WPES Utility Services The City of West Point, Mississippi

**Summary of Duties:** The Chief of Operations (COO) manages the City of West Point, MS Water & Light Department and organizational entities engaged in residential, commercial, and industrial specific functions such as marketing and strategic planning activities including research, account management support and promotional activities, customer relations and business planning; bulk power sales, and the efficient usage of energy and water; as well as customer service operations including customer satisfaction, field support, revenue management, billing services and operations support services; may also serve as appointed member or head of a professional organization; applies sound management and supervisory principles and techniques in building and maintaining an effective work force; fulfills equal employment opportunity responsibilities; and performs related work.

**Distinguishing Features:** A Utility Services Chief of Operations (COO) is a management-level class in the City of West Point, MS West Point, MS Water & Light Department. An employee of this class is responsible for the overall performance, planning, direction, and staffing of a major Department Business Organization. Utility Services Chiefs are given broad policy and decision-making latitude in directing the actions of their employees in achieving business goals, and may be held accountable to defined levels of expected performance. Utility Services Chiefs participate in the development of Department-wide goals, policies and procedures. The managerial actions of the employees in this class are subject only to executive direction and review. This class is distinguished from other managerial classes by the fact that incumbents direct organizational entities in a public utility operate in a multi-level marketplace.

The COO is responsible for the performance of the full range of supervisory activities including the application of discipline, processing and resolution of grievances, and evaluation of performance, and administration of Memoranda of Understanding.

**Examples of Duties:** Chief of Operations Utility Services:

- Manages professional staff involved in the development and implementation of service offerings, including service cost, development, communications, and competitive pricing for services and products provided to both external and internal customers, market research and general market, information management and forecasting;
- Manages professional staff responsible for financial analysis and budget development including rate structure and fees and cash flow;
- Represents the Department at disputed bill hearings before the Board's Hearing Examiner;
- Manages major projects related to Department operations;
- Meets and interacts with other Business Unit Directors, the Commission Office, the Mayor's Office, City Council and other City agencies;
- Serves as Business Unit Director or Section Manager over a wide range of service related operations including field operations involved with bill/data gathering, service relocations, delinquency disconnections, high bill resolutions and theft of services;
- Directs staff in ensuring that contractual agreements are maintained related to cost, timeliness, and deliverables;
- Manages professional staff engaged in the promotion and development of efficient energy and water usage, environmental and other public health benefits programs;
- Directs and may personally prepare special financial, budgetary, and statistical studies and reports;
- Communicates equal employment information to employees;
- Applies job-related criteria in selecting, orienting, assigning, training, counseling, evaluating and disciplining subordinates;
- May conduct General Manager level grievance hearings.
- May occasionally be assigned to other duties for training purposes or to meet technological changes or emergencies.

**Qualifications:** Incumbents must have the following knowledges and abilities:

**Knowledge of:**

- Principles, practices, techniques and skills applicable to the management of customer service, marketing, account management and activities to promote and develop the efficient usage of energy and water;
- Methods and practices used to develop, implement and evaluate policy, procedures and strategies to provide utility customer service in a competitive market;



- Principles, techniques, and methods suitable for the dissemination of information concerning a municipal agency;
- Methods and practices used to forecast business trends and assess customer needs and preferences;
- Methods and procedures used to implement value-added programs to assure customer satisfaction and loyalty;
- Method and practices used to develop, implement, and evaluate market and competitive strategies, products and services, including service cost, price, communications and market information management;
- City Charter provisions, laws and City Attorney's Opinions affecting the Department of Water and Power;
- Organization of the Department of Water and Power and the functions and interrelationships of its divisions;
- Personnel management, including City Service Practice Policies;
- Procedures for grievance handling;
- Effective safety principles and practices;
- Memorandum of understanding as they apply to subordinate personnel;
- Techniques of training, instructing, and evaluating subordinate's work performance;
- Techniques for counseling, disciplining, and motivating subordinate personnel;
- Issues in the electric industry;
- Rules and regulations of the Tennessee Valley Authority (TVA) Public Utilities Board, Federal Energy Regulatory Commission, and other applicable authorities and regulations.

**Ability to:**

- Manage through subordinate supervisors;
- Determine the scope of desired studies;
- Resolve budgetary and personnel problems;
- Plan methods and procedures which includes managing customer service needs in a cost effective manner;
- Devise and implement creative action plans to increase market share in a competitive environment;
- Direct the preparation of comprehensive reports;
- Deal tactfully and effectively with local, state, and federal officials, representatives of other jurisdictions, management and employees;
- Deal tactfully with the public by resolving highly-sensitive customer service issues;
- Communicate effectively orally and in writing;
- Establish and maintain a work environment to enhance both employee morale and productivity;
- Evaluate operational and strategic alternatives using a variety of criteria including fiscal soundness, economic viability, and long term effectiveness;
- Plan, assign, direct, and review the work of a group of employees engaged in public relations and clerical activities;
- Analyze the public response to public relations programs.

**Minimum Requirements**<sup>1</sup>: Two (2) years of full-time paid professional experience as a Senior Utility Conservation Representative or in a class at least at that level that: **1)** supervises professional staff engaged in the promotion and development of electrical energy and water usage, conservation, account management, marketing support, wholesale marketing, mandatory curtailment programs, including recycling and pollution prevention, and the analysis of proposed legislation and regulations relating to energy conservation and environmental issues or **2)** performing professional administrative, research, public relations, or personnel functions; **or** two (2) years of full-time paid experience in a class at least at the level of Commercial Service Supervisor in office clerical, or commercial field service activities relating to the furnishing of electric and water services.

Appointment to this class is subject to a one-year probationary period under provisions of the current City Personnel Policy.

**License:** Position requires a valid Mississippi driver's license.

<sup>1</sup> Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to accommodate the limitation.