



## City of Idaho Falls Power - Key Accounts Manager

<b>SALARY</b>	\$43.47 - \$55.83 Annually	<b>LOCATION</b>	Idaho Falls, ID
<b>JOB TYPE</b>	Full-Time	<b>JOB NUMBER</b>	2023-0915
<b>DEPARTMENT</b>	Electric	<b>DIVISION</b>	Electric Admin & Gen General
<b>OPENING DATE</b>	09/15/2023	<b>CLOSING DATE</b>	Continuous

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### General Purpose

Idaho Falls Power/Idaho Falls Fiber is currently recruiting for key Accounts Manager. This position works with current and prospective customers to educate, market and sell the utilities various products and services.

#### SUPERVISION RECEIVED

Works under the supervision of the General Manager but also in close contact with the Energy Services Manager and the Operations Technology Manager which oversee broadband services and customer products.

#### SUPERVISION EXERCISED

None

### Essential Functions

Responsible for developing, promoting and customer adoption of various electric products and services including but not limited to: energy efficiency, energy efficiency rebate programs and loan programs, EV chargers, clean energy products/renewable energy, security lighting, surge protection, demand response programs, net-metering products and services.

Responsible for all customer growth and acquisition related to the Idaho Falls Fiber Network. This includes working closely with the team to develop and implement the marketing strategy to engage residential and commercial customer growth on the network. Works closely with the General Manager and the rest of the customer support team on marketing events and staffing.

Required to work professionally and effectively with limited daily supervision and broad autonomy throughout the community to engage and find opportunities to better serve customers and meet their expectations.

Works closely with marketing agencies, contracted graphic designers and promotional product vendors to develop

marketings materials that are effective in cohesive support of brand development and sales channel support.

Engages with the community and customers at various community events, community service organizations and all other potential organizations where customers are present.

Pursues and analyzes potential sponsorship opportunities based upon fit with mission, strategy, and budget.

Actively uses social media to raise awareness of programs, products, and services in support of objectives.

Works with fiber network providers (ISP's) on cross promotional opportunities and marketing opportunities.

Works with network providers (ISP's) and potential new customers to develop, design, price and sell custom broadband products and services including the ability to strategically negotiate complex products and services in a dynamic and competitive environment.

Engages directly with customers to understand their needs and if they are not being met with current products or service providers, work directly with management team and partner organizations on potential to develop new products and services that meet their needs.

Engage with local media in coordination with the city PIO officer and Community Relations Coordinator to facilitate media events that promote utility products and services, update online and maintain social media, update and refresh webpage on a regular basis.

Works closely with the Community Relations Coordinator to support customer surveys related to power or fiber to monitor performance and provide visibility into utility image, plans, products and conducts relations programs to create a favorable public image.

Provides backup support for Customer Service when call volume is high, answers customer concerns related to power and fiber questions. Supports Customer Service staff to resolve complex customer issues in a timely and professional manner as requested.

Informs and collaborates on a regular basis with the management team about all matters concerning public information and customer relations relative to plans, programs, progress, and activities to determine over-all requirements and effectiveness in conformity with established objectives, policies and budgets.

Keeps current on communications, marketing, public relations, and customer education developments through participation in periodic training seminars, meetings, literature, and other related activities.

Conducts facility tours with specific focus on energy efficiency, power generation, and services offered at the utility.  
Represents the utility at community events, to provide customer information on programs.

Works safely in collaboratively with the rest of the Idaho Falls Power and Fiber team in support of utilities mission and values.

Performs related duties as assigned.

## **Minimum Qualifications**

I. Education and Experience:

A. An bachelors degree in Marketing, Communications, Journalism, Business Administration or associated field;

AND

B. Eight (8) years' of progressive experience in marketing and sales.

OR

C. An equivalent combination of education and experience.

2. Required Knowledge, Skills, and Abilities:

Working knowledge of marketing, sales and modern business practices. Considerable knowledge of effective customer engagement, public relations, marketing, brand management, communications, consumer education methods and procedures. Strong interpersonal communication skills. Use of personal computers and software applications including Microsoft Office suite, Publisher, social media and other associated applications related to the position.

Skill in the art of diplomacy and creative problem solving. Ability to carry on an effective conversation with customers and resolve conflict and/or complex issues in a timely manner. Ability to develop and maintain effective working relationship with supervisors, fellow employees, and the public. Skill in communicating effectively, verbally and in writing. Personable, professional, respectful and engaging in public presentations of products and services. Self-starter that is accountable to business outcomes and execution of utilities strategic plan and mission.

3. Special Qualifications:

Must possess a valid Idaho State driver's license.

Required to work a flexible schedule for events that include after normal business hours and on weekends.

## Work Environment

Incumbent of the position performs in a typical office setting with appropriate climate controls with periodic field work subjected to variable weather. Tasks involve a variety of physical activities, involving minimal muscular strain, related to walking, standing, stooping, sitting, climbing, lifting carrying up to 30lbs and reaching. Essential functions require talking, hearing and seeing. Common eye, hand, finger dexterity are required. Mental application utilizes memory for details, emotional stability, discriminating thinking and creative problem solving. Periodic travel required in normal course of job performance.

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