

BUSINESS & MARKETING ANALYST II

PURPOSE AND NATURE OF WORK

Positions so classified are responsible for leading the marketing, branding, and communications strategy for Lafayette Utilities System (LUS), with direct responsibility for budget, branding standards, strategic planning, and team leadership. Positions will integrate performance analysis into decision-making, public relations, and promotional efforts. The Business and Marketing Analyst II differs from the Business and Marketing Analyst I in that it is expected to serve as the day-to-day point of contact for the Business and Marketing Analyst I, directly manage the applicable budget, lead the implementation and execution of media strategy and communications, create business and marketing timelines to support LUS goals, and monitor and respond to LUS social media and web sites. Positions work with independence in the execution of assigned tasks and reports to the Chief Utilities System Analyst. Positions have no supervisory responsibility but provide guidance and general direction to the Business and Marketing Analyst I.

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.)

The Business and Marketing Analyst II will perform all duties of the Business and Marketing Analyst I plus:

Fully manages the LUS marketing, branding, and educational/informational budget, including budget planning and allocation. Leads all branding, marketing, advertising, and public information efforts. Manages media buys, marketing collateral, social media, and website responses. Collaborates with LUS management and leads the development of informational presentations. Acts as primary media contact, including during crises. Produces an annual marketing strategy

Performs related work as required.

NECESSARY KNOWLEDGE, ABILITIES AND SKILLS

Knowledge and understanding of utility systems (electric, water, and wastewater), including operational practices, industry standards, and benchmarks.

Knowledge of financial principles related to cost containment, rate analysis, and budgeting.

Knowledge of and ability to collect, compare, and analyze complex data sets from multiple utilities.

Knowledge of marketing practices, including advertising, public outreach, and customer education.

Knowledge of and ability to effectively utilize communication channels such as social media, print media, and presentations.

Knowledge of legislative, environmental, and technological developments impacting public utilities.

Knowledge of and ability to apply public sector procurement and budget processes.

Knowledge of team leadership, staff supervision, and cross-functional collaboration.

Knowledge of crisis communication and media relations.

Knowledge of project management and prioritization across multiple initiatives.

Ability to apply the above at the level appropriate to the Business and Marketing Analyst II.

Ability to form and maintain effective working relationships with colleagues, customers, elected officials and general public.

Ability to communicate clearly, verbally or in writing.

DESIRABLE EDUCATION AND EXPERIENCE

Degree in Business Administration, Finance/Accounting, Economics, Marketing/ Communications, or related business field, supplemented by work experience in utility operations or administration, data analysis and performance benchmarking, financial or rate analysis, public relations, or marketing at the level of the Business and Marketing Analyst I or higher.