

BUSINESS & MARKETING ANALYST I

PURPOSE AND NATURE OF WORK

Positions so classified are responsible for evaluating, benchmarking, and promoting the operational and financial performance of Lafayette Utilities System (LUS) by analyzing operations and maintenance practices that have financial impacts and are comparable across similar utilities. Additionally, positions support financial and rate analysis, budget development, and the marketing of LUS programs. Positions work with independence in the execution of assigned tasks and report to the Chief Utilities System Analyst, but work under the guidance of the Business and Marketing Analyst II.

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.)

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.

Conducts informational programs to promote the Lafayette Utilities System and may be responsible for media buys, advertising and marketing collateral, including the development and use of customer brochures, advertisements, educational programs, in-house newsletters, audio/visual presentations, and other informational presentations. Updates and maintain social media accounts and website for LUS. May create and conduct employee, City-Parish Council, and public informational presentations following the developments of legislative, environmental, economic and technological issues affecting the Lafayette Utilities System as well as monitor best practices of industry peers. May coordinate the circulation of information to various media, with guidance from the Business & Marketing Analyst II, and may act as spokesperson and media contact, including crisis communications. Participates in other community relations work for Consolidated Government or Lafayette Utilities System.

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

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