



Position Description

CATV BUSINESS MANAGER

DEFINITION:

The position will report to and support the Cable Television Director with responsibilities to develop and maintain subscriber base, track and report sales and profitability information, budget analysis, legal compliance and design marketing strategies for new business. May serve in the absence of the Cable Television Director. Performs other related duties as assigned.

SUPERVISION RECEIVED:

Works under the general supervision of the Cable Television Director.

SUPERVISION EXERCISED:

Provides direct supervision to the Lead CATV Customer Service Representative and accounting and customer service representative staff.

DISTINGUISHING CHARACTERISTICS:

This is a professional, management level position responsible for, but not limited to management of the business operations, personnel activities including performance evaluations, training, and disciplinary actions, legal and regulatory compliance, budget administration and preparation, financial and statistical report development, financial analysis and account reconciliation, expenditure control, billing and collections, product sales, and development of marketing programs for generating growth in existing and new services. This position may serve in absence of Cable Television Director. This is a Fair Labor Standards Act (FLSA) exempt position.

ESSENTIAL DUTIES AND RESPONSIBILITIES (Illustrative Only):

Oversees the initiation and closing of work orders for cable system disconnections, reconnections, service requests, new orders and other cable system service requests.

Assigns duties to accounting and customer service representatives and examines work for exactness, neatness and conformance to policies and procedures relative to cable system operations.

Studies and standardizes procedures to improve efficiency of subordinates. Performs or assists subordinates in performing duties.

Reviews billings for correctness and accuracy and corrects bills which have been issued to customers improperly. Adjusts errors and complaints.

Ensures billing and other customer service related equipment is maintained in good working condition.

Handles escalated customer complaints concerning products and services; handles questions and matters of a more technical nature.

Coordinates relationship with third party technical and customer support service providers.

Interacts with national cable organizations, cable companies, equipment manufacturers, other city departments, elected officials and the general public to represent the business operations of the cable system.

Pursues collection of delinquent CATV accounts, including preparation and mailing of final notices, shut-off and turn-on orders, establishing and monitoring payment schedules, customer follow-up account research, preparing liens and write-offs, appearing in court to testify on behalf of City, when appropriate.

Ensures timely collection of amounts owed from non-customer based sources such as home shopping networks, advertising sales and revenue sharing arrangements with cable networks.

Manages and supervises assigned operations to achieve goals within available resources; plans and organizes workloads and staff assignments; trains, motivates, evaluates, and resolves grievances of assigned staff; reviews progress and directs changes as needed.

Prepares periodic financial and numerical statistical reports for analysis and decision making purposes.

Prepares or coordinates the preparation of sales and marketing promotions and materials, updates to department website, sales and marketing brochures and various customer communication materials.

Provides professional advice to Cable Television Director on customer service, marketing, and marketing of products and services.

Prepares and delivers presentations to Cable Television Director, City Council, boards, commissions, civic groups and the general public as assigned.

Assures that assigned areas of responsibility as performed within budget; performs cost control activities; monitors revenues and expenditures in assigned area to assure sound fiscal control; assists in the preparation of annual budget requests.

Ensures timely processing and payment of expenditure invoices.

Organizes and documents finding of studies and prepares recommendations for implementation of new systems, procedures or organizational changes.

PERIPHERAL DUTIES:

Attends seminars and workshops related to administrative duties and responsibilities.

Prepares statistical tabulations on collected data.

Investigates and follows up on citizen requests for service, complaints and requests for information.

Assists in the development of notices, flyers, brochures, newsletters, media releases, news articles and other informational materials about programs and services.

Serves as a member of various employee committees.

MINIMUM QUALIFICATIONS:

Knowledge of:

Working knowledge of computers and electronic data processing; modern office practices and procedures; cable service billing principles and practices; marketing and business promotion activities; some knowledge of cable television field operations.

Ability to:

Ability to perform arithmetic computations accurately and quickly; communicate effectively verbally and in writing; work effectively with those contacted in the course of work; work under pressure and/or frequent interruptions;

EDUCATION AND EXPERIENCE:

Graduation from an accredited college or university with a bachelor's degree in either public administration, business management, finance, marketing or other closely related field, and five (5) years of related experience, and two (2) years progressively more responsible supervisory or administrative experience,

OR

Seven (7) years of cable television management experience may be substituted.

SPECIAL REQUIREMENT

Possession of and the ability maintain a valid California driver's license.

TOOLS AND EQUIPMENT USED:

Personal computer, central billing system terminal, central financial computer, 10-key calculator, phone, base radio, fax, copy machine and motor vehicle.

PHYSICAL CONDITIONS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and talk or hear, use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to walk.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment may be in various settings: office studio, remote trailer, production facility, outdoor and field locations. Flexible work schedule is required due to number of evening meetings and weekend activities, which generate local origination programming opportunities. Some travel to other agencies or to vendor locations is required.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

Duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

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