



# Marina Coast Water District

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## CUSTOMER SERVICE ADMINISTRATOR

### DEFINITION

Under general direction, plans, organizes, manages, and oversees the District's customer service, billing, and meter reading functions; provides directly supervision to assigned staff; performs grant research, management, and reporting; audits the accuracy and completeness of customer service financial transactions, including cash handling, accounts receivable, water and sewer sales revenue, and bad debt; ensures compliance with District policies and procedures; provides highly responsible and complex staff assistance and administrative support to executive management staff; develops and implements procedures to improve operational efficiency, service quality, and customer satisfaction; performs related work as required.

### SUPERVISION RECEIVED AND EXERCISED

General direction is given by the Director of Administrative. Provides direct supervision to assigned Customer Service, Billing, and Meter Reading staff.

### CLASS CHARACTERISTICS

This single position class manages and oversees the day-to-day operations of the District's Customer Service, Billing, and Meter Reading functions, and participates in District activities that ensure the work is executed professionally and efficiently. Incumbents are expected to perform analytic administrative functions, and analyze, train, and perform technical billing work, record keeping, reconciliation, and report preparation activities. Incumbents will be required to work independently, use sound judgment, and assist in the instruction of others. This class provides leadership, training, supervision, and evaluation of work, in addition to dealing with the most complex customer inquiries and billing problems

### EXAMPLES OF DUTIES (Illustrative Only)

- Plans, directs, manages, and oversees day-to-day customer service functions including meter reading and utility billing; serves as the primary point of contact for complex customer inquiries and escalated complaints related to utility services, billing issues, service disruptions; research/investigate complaints and any related issues to resolve or make recommendation for resolution of issues.
- Executes established annual goals and priorities for the customer services/billing unit.
- Develops and retains highly competent, customer service-oriented staff through selection, training, performance evaluation, discipline, and day-to-day supervisory practices that support the District's mission, vision, strategic plan, and values.

- Leads initiative to enhance operational efficiency, streamline processes, and implement continuous improvements across customer service and billing operations; establishes work methods and processes; assists in internal/external audits related to billing or customer accounts; researches, analyzes, recommends, and oversees the implementation and testing of new technology and financial software used by assigned staff.
- Participates in budget preparation and administration; prepares cost estimates for budget recommendations; submits justifications for staff, supplies, equipment, and services; tracks billing revenue and monitors budgets for the department; monitors and controls expenditures.
- Participates in district outreach events and public workshops; answers questions from customers and the public; attends and assists with public hearings, board meetings, and community forums to address customer concerns and explain policies or rate changes.
- Attends committee meetings to provide updates and other information regarding new services and systems, customer service feedback, and other requested data.
- Researches, pursues, administers, and acts as District point of contact for customer service-related grants; ensures compliance with all grant requirements and prepares detailed reports to grantors; collaborates with nonprofits, community organizations, and government agencies to promote and implement customer service grant programs.
- Ensures District policies and processes related to delinquent accounts, billing compliance, and customer service comply with local, state, and federal utility regulations and are consistently administer; maintains utility billing and Customer Relationship Management (CRM) systems. Establishes research criteria; gathers business, operational, regulatory, and financial information and leads information gathering processes.
- Prepares analytical and statistical spreadsheets and reports for executive management on billing performance, collections, customer satisfaction metrics, customer support call volumes, issues and issue resolution data, and other operations and activities.
- Prepares water revenue estimates, year-end water and sewer sales accruals, reports and schedules.
- Collaborates with field staff, IT, and engineering teams to resolve service and operational issues.
- Supports the District and the District's customers during water/sewer emergencies; coordinates timely updates and notifications to customers during service outages, water quality issues, or infrastructure emergencies; drafts and reviews emergency communication and notification materials.
- Works with the external public relations firm to monitor customer service-related social media platforms, guide public messaging and draft, review, and post responses to ensure prompt and professional communications.
- Develops and schedules customer-friendly FAQs, press releases, and newsletters to provide updates on ongoing projects, rate changes, conservation tips, and communicate district initiatives.
- Develops or assists in creating strategies to address negative public sentiment and improve customer satisfaction; creates written responses to customer emails, online inquiries, or formal complaints with clear, accurate, and customer-focused language.

- Updates the utility district website with accurate information about rates, policies, service outages, and payment options; works with IT and/or website vendors to ensure the site is easy to navigate and provides clear access to forms, billing portals, and customer service contact details.
- Develops, maintains and improves online forms for customer requests such as service applications, leak adjustments, or billing disputes.
- Performs other related duties as required.

## QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to assist individuals with disabilities to perform the essential functions.

### ***Knowledge:***

- Principles and practices of public administration and program management, including strategic planning, implementation, and evaluation.
- Supervisory principles and practices, including employee supervision, work planning, assignment, review, training, and evaluation.
- Practices and procedures related to accounting, business arithmetic, statistical techniques, and maintenance of customer accounts.
- Principles and practices of project, procurement, grant, contract, quality assurance, and/or compliance and program administration.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to Customer Service, Billing, and Meter Reading functions.
- Standard office support practices and procedures, including the use of standard office equipment.
- Computer applications related to the work, including word processing and spreadsheet applications.
- Records management principles and practices.
- Techniques for dealing effectively with the public, vendors, contractors and District staff, in person and over the telephone.

### ***Skills:***

- Build and maintain positive working relationships with the public, vendors, District staff and Board members.
- Accurately respond to inquiries in person or by telephone of accounting functions and analysis.
- Read, write and speak English effectively to communicate in person or over the telephone.
- Analyzing data and information using established criteria in order to identify and select alternatives.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner.

**Abilities:**

- Oversee assigned operations and programs and ensure compliance with strategic objectives and performance measures.
- Develop and implement goals, objectives, practices, policies, procedures, and work standards.
- Analyze and evaluate operational programs, projects, and procedures.
- Supervise, select, train, motivate, and evaluate the work of staff.
- Plan, organize, administer, coordinate, review, evaluate, and personally participate in comprehensive public agency arithmetic, statistical, and accounting functions.
- Prepare and maintain clear and accurate financial reports, correspondence, policies, procedures, and other written materials.
- Deal courteously and tactfully with the public and others in providing information, answering questions, and providing customer service.
- Respond to and effectively prioritize multiple phone calls and other requests and interruptions.
- Research and recommend industry trends, solutions, and best practices.
- Interpret, apply, and explain applicable policies, procedures, laws, codes, and regulations.
- Compose correspondence independently or from brief instructions.
- Balance cash receipts and maintain accurate financial records.
- Establish, maintain and research files.
- Use initiative and independent judgment within established procedural guidelines.
- Enter and retrieve data from a computer with speed and accuracy.

## Education and Experience

Any combination of experience, education and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

**Education:**

Equivalent of a bachelor's degree with major coursework in business or public administration, accounting or closely related field.

**Experience:**

Three (3) years of experience performing advanced journey or lead level customer service duties equivalent to the District's classification of Senior Customer Service Representative.

Note: Additional experience providing complex customer service or billing duties, including one year at the lead level, can be substituted for the required education on a year for year basis.

## Physical Demands

Must possess mobility to work in a standard office setting including standing, walking, sitting, kneeling, stooping, reaching overhead and below waist level. Use of standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, over the telephone.

***FLSA Status: Exempt, not eligible for overtime***

***Bargaining Unit: Teamsters Local 856***