



Example of Utility Manager Job Description

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Our innovative and growing company is hiring for an utility manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for utility manager

- Articulate to executive management the business case justification for new service recommendations
- Develop the core positioning and messaging for the service offerings
- In conjunction with sales, marketing product management, and business development teams, help run beta and pilot programs
- Develop compelling customer success stories / case studies to support ongoing sales efforts
- Lead the development and execution of marketing programs to drive lead acquisition, engagement, conversion and ultimately new business
- Define and track success metrics that measure the performance and effectiveness of new and existing service programs supporting the utility market segments
- Create data-driven, actionable plans to improve existing marketing programs
- Continuously improve our demand generation programs by actively soliciting input from key stakeholders within sales, marketing, field operations, and other groups as applicable
- Cultivate and leverage relationships across the organization on an ongoing basis to identify current and future initiatives
- Responsible for managing Program Management talent inside of programs

Qualifications for utility manager

- Managing Vision & Purpose-Knowledgeable in current and possible future policies, practices, trends and information affecting his/her business and organization
- College degree required (BSEE/BSEET) and MBA preferred with 7 -10 years of sales / sales management / marketing experience
- Minimum of 7 years' experience as a Product Marketing Manager or Solution Management in the utility industry
- Ability to oversee and compile industry research
- Must be technically proficient with Microsoft Office suite Excel, Word, Outlook, Project, PowerPoint