



COMMUNITY BROADBAND MANAGER

Class Code:
1768

Bargaining Unit: Management Team Associates

CITY OF SANTA MONICA
Revision Date: Dec 8, 2014

SALARY RANGE

\$64.96 - \$80.20 Hourly
\$5,196.92 - \$6,415.85 Biweekly
\$11,260.00 - \$13,901.00 Monthly
\$135,120.00 - \$166,812.00 Annually

CLASS CONCEPT:

REPORTS TO: Chief Information Officer

DEPARTMENT: Information Systems

DIVISION: Community Broadband

APPROVED: Personnel Board 1/22/15

JOB SUMMARY: Manages the staff and activities of the Community Broadband Division of the Information Systems Department. Oversees the marketing, implementation, service, and support procedures for broadband services.

MAJOR DUTIES:

Establishes broadband goals and objectives, manages schedules and resources for broadband services.

Plans, develops and manages the activities of vendors and Community Broadband Division staff.

Analyzes and identifies revenue generating opportunities for technology programs.

Develops broadband service standards, establishes division goals and manages work plan schedules and resources.

Oversees the annual Youth Technology Program including planning, operation, and curriculum development.

Develops and oversees marketing and promotion of broadband services and special technology program assignments.

Coordinates broadband projects and planning activities with other City department staff and external organizations to ensure timely completion of projects and deadlines.

Oversees and monitors the performance of consultants under contract with the City to ensure that work is documented, completed on schedule, within budget and in accordance with the terms of the contract.

Researches, conducts studies, analyzes and makes recommendations on the feasibility of current and proposed broadband services and/or business services and evaluates their effectiveness.

Responsible for financial management, analyses, and revenue reporting related to broadband services.

Maintains financial management systems related to broadband services and records transactions in accordance with generally accepted accounting principles.

Ensures compliance with local, state, and federal requirements and contract provisions.

Develops compliance documentation, including short and long range broadband plans, broadband adoption programs, broadband performance measures, and the National Broadband Plan.

Develops ongoing system wide performance measures and implements proposals for service improvements and enhancements.

Identifies and implements solutions to support implementation of best practices in broadband development and operations.

Manages the development of requests for proposals and negotiates contracts for broadband system improvements, expansion and modifications.

Develops and implements the Telecommunications Master Plan by working with property owners, businesses, developers, Business Improvement Districts (BID), Internet Service Providers (ISP), community stakeholders and regulatory agencies.

Evaluates services and effectiveness based on established performance measures and benchmarks.

Manages the development and implementation of customer care initiatives and other public outreach initiatives to develop effective communication with stakeholders.

Meets and confers with representatives from other local and regional fiber optic service providers to address inter-agency services coordination and regional broadband policy issues, including development, documentation, and oversight.

Makes presentations to the City Council and governing bodies regarding legislation and other broadband issues. Represents the department on various broadband and business service related committees.

Develops and administers the Community Broadband Division's operating and capital budget plan and identifies funding resources to sustain broadband, business services, and other assigned programs.

Manages broadband operations and business services functions, including preparation of customer quotes, contract negotiations and contract administration.

Manages the financial reporting, revenue accounting and related accounting functions of broadband and technology services.

Organizes, directs, and assigns the work of special-purpose program teams. Reviews staff reports and ensures the successful completion of projects.

Selects, trains, supervises and evaluates vendors, and assigned staff.

Performs other related duties, as assigned.

MINIMUM QUALIFICATIONS:
Knowledge, Ability and Skills:

Knowledge of:

Principles and practices of broadband planning and management.
Principles and resources of legislative processes and regulatory bodies.
Federal, state, and local laws and practices governing municipal networks.
Marketing strategy and public outreach methods.
Project planning, management, and evaluation.
Budget development and management.
Applicable grant acquisition procedures and processing.
Multi-year forecasting and financial planning.
Business services and related accounting functions.
Supervisor principles, practices and techniques.
Effective employee development, training and evaluation techniques.
Effective customer service techniques.

Ability to:

Supervise and train technical and administrative staff in supporting broadband services and adhering to City policies and procedures.
Resolve complex problems.
Plan, manage and coordinate operational, legislative and technology activities.
Develop and implement innovative programs and projects.
Conduct complex analytical studies and prepare written reports.
Create and maintain a positive and progressive work environment.
Motivate staff to achieve program objectives.
Prepare analytical and project status reports.
Negotiate contracts and monitor the work of project consultants.
Interpret and apply policies, laws and regulations.
Make presentations to a variety of audiences.
Prepare and present clear and concise oral and written reports and make recommendations.
Establish and maintain cooperative and effective working relationships with a variety of individuals, including City employees, community groups, agencies, consultants, vendors and the general public.
Provide effective customer service.

Skill in:

Customer Relationship Management.
Strategic Planning.
Public Speaking.
The use of a personal computer and specialized software applications.
Public relations.
Contract negotiation and administration.
Working effectively with others and problem solving.
Leadership and supervision.

Education, Training and Experience:

Graduation from an accredited college or university with a Bachelor's degree in Management Information Systems, Computer Science, Business or Public Administration or a related field. A Master's degree in one of the aforementioned fields is desirable.

Five years of recent, paid work experience supporting broadband or telecommunications programs and services which includes marketing, program development, contract negotiation and project management. At least two years of the recent, paid work experience must have included supervising technical staff.

Licenses and Certificates:

Possession of a valid Class C driver license.

SUPPLEMENTAL INFORMATION:
SUPERVISION RECEIVED:

Works under the administrative supervision of the Chief Information Officer, who outlines work, and occasionally reviews work in progress and upon completion.

SUPERVISION EXERCISED:

Exercises administrative supervision over assigned staff, including outlining work assignments, frequently reviewing work in process and carefully reviewing completed work.

WORKING CONDITIONS:

Work is primarily performed within a busy office environment with occasional offsite work to construction sites, building engineering and telecommunications rooms, building roofs requiring ladder access, excavation areas, and other temporary construction platforms. Occasional off site attendance for public and legislative meetings, as required. May be required to work evenings and weekends.