



## Revenue Operations Manager

### ***Purpose of the role:***

Under administrative direction, plans, organizes and manages the activities and operations of the Public Services and Revenue Collection Division within the Finance Department; oversees and manages Citywide Revenue Collections including billing, delinquency processing and collection duties; oversees tax collection, the issuance of licenses and regulatory permits, cashiering and the receipt of payment; advises City officials and employees on revenue collections and delinquency processing; coordinates assigned activities with other divisions, departments, and outside agencies; provides highly responsible and complex administrative support to the Deputy Finance Director; directs the work of the Operations Supervisor and other professional employees and is responsible for assigning and managing all work in the Public Services and Revenue Collection Division; and performs related duties as assigned.

### ***Distinguishing Characteristics:***

The Revenue Operations Manager is a Division head with responsibility for developing strategies, planning, organizing and implementing major programs, services and operations related to the assigned area. Incumbents in this class are responsible for developing and implementing the Division's short and long-term goals and objectives and for planning, organizing and directing the work of subordinate staff. Assignments are broad in scope and are carried out with a significant degree of latitude and independence.

***The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.***

### ***Essential Duties and Responsibilities:***

- Plans, organizes, controls and evaluates revenue collection activities within the Finance Department; develops, implements and monitors long-term plans, goals and objectives focused on achieving the department's mission and priorities; manages and directs development, implementation and evaluation of plans, policies, work processes, systems and procedures to achieve annual goals, objectives and work standards.
- Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
- Plans, organizes, directs and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; recommends compensation and provides other rewards to recognize performance; recommends disciplinary action, up to and including

termination, to address performance deficiencies, in accordance with the City's Personnel Rules and Regulations.

- Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, within departmental policy, appropriate services and staffing levels.
- Provides leadership and works with staff to ensure a high performance, customer service-oriented work environment that supports achieving the department's and the City's mission, objectives and values.
- Participates in the development of the Departmental budget; forecasts funds needed for staffing, equipment, materials, and supplies; monitor and approves expenditures; recommends budgetary adjustments as necessary.
- Forecasts and monitors Citywide revenue collection; takes or recommends action to maximize collections; reviews periodic reports of delinquent accounts; supervises and participates in collections activities; oversees cashiering functions and reviews appeals to actions taken on delinquencies.
- Administers the Utility Billing program including initiation of and termination of customer accounts, delinquency processing, and collections; recommends lien attachments on delinquent accounts.
- Administers tax collection which may include the Business Tax and Licensing programs including review of renewals/tax remittance forms, applications, fee collections, and issuance of licenses; performs audits and ensures compliance and proper administration of the programs; oversees collection of delinquency processing.
- Administers and oversees the parking citation adjudication program, including the conduct of administrative reviews and scheduling of hearings including procuring hearing officers, scheduling and conducting hearings for various local programs on contested cases.
- Oversees billing and collection of False Alarm fines and Social Host fines.
- Administers and oversees the senior and disabled assistance programs, including performance of trend analysis, annual income and benefit adjustment analysis, and administration of the program.
- Oversees the collection of fees and issuance of resident golf cards for use of City facilities and other programs.
- Monitors and evaluates the impact of proposed legislation and regulations on the City's programs and requirements within assigned areas of responsibility; conducts research and recommends new procedures, forms, policies, processes and/or programs to conform to new requirements.
- Researches, prepares and presents management studies, staff reports and other necessary documents to the department and/or Council.
- Provides staff assistance to the Deputy Finance Director; completes special projects as assigned; represents the City at various meetings and events; prepares and presents staff reports and other necessary correspondence.

- Establishes and maintains appropriate controls and manages the work of employees responsible for cash control, accounts receivable, revenue collection and customer service.
- Maintains current knowledge of new trends and innovations in the field of revenue collections and customer service; attends and participates in professional group meetings; participates in professional development activities; reads publications relevant to area of assignment.
- Explains, justifies and defends assigned programs, policies, and activities; negotiates and resolves sensitive and controversial issues; responds to and resolves difficult and sensitive citizen inquiries and complaints.
- Performs related duties as required.

*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

Knowledge of:

- Operations, services, and activities of a municipal utility billing and collection program.
- Principles and practices of billing and collection processes.
- Methods and techniques of sound business communication.
- Principles of supervision, training, and performance evaluation.
- Basic principles and techniques of project management.
- Occupational hazards and standard safety practices.
- Basic principles and practices of municipal budget preparation and control.
- Principles of business letter writing and basic report preparation.
- Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.
- Pertinent federal, state, and local laws, codes, and regulations.
- Principles and practices of sound business communication.
- City personnel rules and policies.
- Methods and practices of billing and collection processes.

***Desired  
Minimum  
Qualifications:***

Ability to:

- Oversee and participate in the management of a comprehensive municipal revenue collection program.
- Manage and coordinate the work of lower level staff.
- Select, supervise, train, and evaluate staff.
- Recommend and implement goals, objectives, policies and procedures for City-wide revenue collections.
- Participate in the development and administration of division goals, objectives, and procedures.
- Prepare and administer large and complex budgets.
- Perform complex analysis and research, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Plan and evaluate financial programs and make sound recommendations for improvement.

- Develop and implement financial procedures and controls.
- Perform complicated mathematical calculations and analysis.
- Exercise sound independent judgment within general policy guidelines.
- Demonstrate an understanding of information technology systems and serve as liaison with outside vendors and City staff.
- Understand the organization and operation of the City and of outside agencies as necessary to assume assigned responsibilities.
- Define issues, analyze problems and complex legislation and regulations, evaluate alternatives and develop sound conclusions and recommendations.
- Prepare clear, concise, and comprehensive administrative, financial and technical reports.
- Read and interpret complex data, information and documents.
- Present proposals and recommended courses of action clearly and logically.
- Develop and implement sound billing and collections processes.
- Use tact, discretion and diplomacy in dealing with sensitive situations and concerned people and customers.
- Prepare clear, concise, and comprehensive reports.
- Utilize standard office equipment including computers and related software applications.
- Understand, interpret, explain, and apply applicable federal, state, and local policies, laws, and regulations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Respond and perform assigned duties in the event of a City-declared emergency.

**Competencies:**

- Effective Communicator
- Strategic Thinker
- Results Oriented
- Problem Solver and Decision Maker
- Planner and Organizer
- Skill and Career Development Coach
- Technically Knowledgeable

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

**Education and Experience Guidelines:**

**Education:**

A Bachelor's Degree from an accredited college or university with major coursework in public administration, business administration, finance, or a related field.

**Experience:**

Eight years of progressively responsible revenue collection and customer service experience preferably in a governmental agency including two years of supervisory responsibility.

**Licenses; Certificates; Special Requirements:**

A valid Class C California driver's license is required.

*The conditions herein 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 job functions.*

***Physical and  
Environmental  
Conditions:***

**Physical:** Sufficient physical ability to work in an office setting; sit, stand, walk, reach, twist, turn, kneel, bend, squat, and/or stoop for prolonged periods of time; perform duties requiring grasping, repetitive hand movement, and fine coordination; and operate office equipment. **Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate office equipment. **Hearing:** Hear in the normal audio range with or without correction.

**Environment:** Standard office setting.

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the final qualifications of incumbents within the position.*

*Pursuant to California Government Code Section 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned to them by their supervisor or by law.*

Date Adopted: 7/1/07

Date Revised: