



MANAGER OF CUSTOMER SERVICES

JC: AC400
PB: H
FLSA: Exempt

BU: 31 (AFSCME)
August 2002
Revised: January 2018

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Plans, directs, manages and oversees the activities and operations of the Customer Services Center, the Transit Information Center, and regional programs; coordinates assigned activities with other departments and outside agencies; provides highly responsible and complex administrative support to the Department Manager of Customer Services, and performs related duties as assigned.

CLASS CHARACTERISTICS

This single-position classification assumes management responsibility for all activities and operations of the Customer Services Center, Transit Information Center, and other regional programs. This classification is distinguished from the Department Manager, Customer Services, in that the latter manages and oversees the activities and operations of the Customer Service Department for the District.

EXAMPLES OF DUTIES - *Duties may include, but are not limited to, the following:*

1. Assumes management responsibility for assigned services and activities of the Customer Services Division including oversight of activities performed by subordinates relative to ticket and Clipper card sales at the Lake Merritt Customer Services Center and vending throughout BART's service area. Provides oversight for implementation of outreach and promotional programs that provide information about Clipper and other programs
2. Oversees efficiency of Transit Information Center, works with Transit Information Supervisor, and stays abreast of technological improvements in the field of telecommunications.
3. Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, within departmental policy, appropriate service and staffing levels.

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4. Plans, directs, coordinates, and reviews the work plan for assigned staff; assigns work activities, projects and programs; reviews and evaluates work methods and procedures; meets with staff to identify and resolve problems.
5. Accountable for cash handling, balancing and inventory control of revenue, tickets, Clipper cards, Company Store items and other items in the Customer Services Center. Responsible for oversight of point of sale (POS) system and preparation, or oversight, of accurate daily, weekly and/or monthly financial and cash handling reports.
6. Oversees and approves procurement plans for obtaining professional services, equipment and other goods; guides subordinate staff to create RFP's, designs selection process, adheres to schedule, and brings contract award through the District's approval process.
7. Coordinates customer outreach efforts with other marketing promotions, new service changes, and other District initiatives.
8. Monitors developments and new techniques related to assigned area of responsibility; evaluates impact upon customer service, service delivery and district image.
9. Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
10. Oversees and participates in the development and administration of the division's annual budget; participates in the forecast of funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; implements adjustments.
11. Serves as liaison for the Customer Services Division to other divisions, departments, and outside agencies; negotiates and resolves sensitive and controversial issues and provides regional leadership on subject matters that require regional coordination.
12. Participates on a variety of boards, commissions and committees; prepares and presents staff reports and other necessary correspondence.
13. Represents the Department Manager of Customer Service when the Department Manager is away from the District.

QUALIFICATIONS

Knowledge of:

Operational characteristics, services and activities of a comprehensive customer service and customer outreach program.

Operational characteristics, services and activities of a retail sales environment.

Operational characteristics of point of sale systems

Principles and practices of interpersonal customer relationships.

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Principles and practices of program development and administration.
Principles and practices of contract administration.
Methods and techniques of cash handling, inventory control and balance sheet reporting.
Methods and techniques of managing employees in a Union setting.
Methods and techniques of complex statistical and financial analysis and reporting.
Methods and techniques of evaluating market research.
Principles and practices of budget preparation and administration.
Principles of supervision, training and performance evaluation.
Related Federal, State and local laws, codes and regulations.

Skill in:

Overseeing and participating in the management of a comprehensive customer services and customer outreach program.
Participating in the development and administration of division goals, objectives and procedures.
Overseeing, directing and coordinating the work of lower level staff.
Selecting, supervising, training and evaluating staff.
Researching, analyzing and evaluating new service delivery methods and techniques.
Overseeing the operation of point of sale systems
Designing and utilizing computerized databases.
Preparing clear and concise administrative and financial reports.
Preparing and administering large program budgets.
Interpreting and applying applicable Federal, State and local policies, laws and regulations.
Communicating clearly and concisely, both orally and in writing.
Establishing and maintaining effective working relationships with those contacted in the course of work.
Oversight of telephone information center operations.

MINIMUM QUALIFICATIONS

Education:

A Bachelor's degree in liberal arts, marketing, communications, sociology, accounting, finance, business administration, or a closely related field from an accredited college or university.

Experience:

Five (5) years of (full-time equivalent) verifiable professional customer services program administration experience in a retail, banking or similar environment, which must have included three (3) years of supervisory and administrative responsibility.

Substitution:

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A college degree is preferred.

WORKING CONDITIONS

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Environmental Conditions:

Office environment; exposure to computer screens.

Physical Conditions:

May require maintaining physical condition necessary for sitting for prolonged periods of time.

EEO-1 BART Job Group: 1500

Safety Sensitive: No