



ERIC GARCETTI
MAYOR

MEMORANDUM

To: The Honorable Members of the City Council
c/o City Clerk

From: Eric Garcetti, Mayor *EG*

Subject: Exemption of Two Assistant General Managers and Two Executive Assistants to the General Manager for the Department of Water and Power

Date: August 3, 2015

The Department of Water and Power (LADWP) has requested the exemption of four positions, consisting of two Assistant General Manager positions and two Executive Assistant to the General Manager positions, pursuant to Charter Section 1001(b), for the employment of persons “to provide management services or render professional, scientific or expert services of an exceptional character.” The Charter allows for a maximum of 200 exempt positions under Section 1001(b). Currently, there are 151 approved exemptions citywide. Approval of this request will increase the count.

The first Assistant General Manager position (Director of Customer Engagement and Experience) will be responsible for coordinating and integrating department-wide interactive efforts with LADWP customers providing service with a variety of programs including billing, meter installation for new construction, solar inspections, website, social media, and LADWP incentive programs, This Assistant General Manager position requires a four-year degree from an accredited university (an advanced Masters degree in Business Administration is preferred) with preferably 10 to 15 years of experience in customer service, customer communication, and customer marketing for large service organizations as well as leadership responsibility managing midsize to large teams influencing senior-level management and key stakeholders and experience managing contracts.

The second Assistant General Manager position (Director of Customer Technology and Innovation) will be responsible for deploying technology as it relates to customer engagement, business development, web content and development, communications and marketing. This Assistant General Manager position requires a four-year degree from an accredited university (an advanced Masters degree in Business Administration is preferred) with preferably 10 to 15 years of experience in customer service, customer communications, and customer marketing for large service organizations; deploying end-user technology solutions; technical project planning and supporting technology solutions in a customer-focused environment; and leadership responsibility managing midsize to large teams influencing senior-level management and key stakeholders and experience managing contracts.

The first Executive Assistant to the General Manager position (Director of Program Management and Leadership Training) will be responsible for developing and implementing management training and leadership initiatives, policies, and procedures in coordination with Water, Power, and Joint systems; and developing and implementing continuity and succession planning in coordination with the Human Resources team. This Executive Assistant to the General Manager position requires a four-year degree from an accredited university (an advanced Masters degree in Business Administration is preferred) with three to five years of leadership responsibility managing midsize to large teams and influencing senior-level management and key stakeholders; preferably 10 to 15 years of experience in IT /construction/business/industry project management and leadership training; and teaching skills with certification as a project management professional from a recognized authority preferred.

The second Executive Assistant to the General Manager position (Project Manager – Large Systems Integration) will be responsible for managing all aspects of large system implementation and integration and providing continuity for large systems during project phases such as planning, building, go-live, and post-implementation support. This Executive Assistant to the General Manager position requires a four-year degree from an accredited university (an advanced Masters degree in Business Administration is preferred) with leadership responsibility managing midsize to large teams influencing senior-level management and key stakeholders and experience managing contracts; IT and business/industry work experience, including ERP implementation in complex organizations including utilities; and preferably 10 to 15 years of experience managing ERP projects utilizing Oracle software with certification as a project management professional from a recognized authority preferred.

These positions are assumed to be exempt, as no civil service examinations are given. The exemption of these positions will allow LADWP the flexibility to recruit and select the best qualified candidate who possesses the necessary experience and expertise for the position. The duties and requirements as described are appropriate to the class of Assistant General Manager and Executive Assistant to the General Manager.

Honorable Members of the City Council

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Based on my review of LADWP's request, as well as the review of the Personnel Department, I hereby approve the request for the exemption of four positions, consisting of two Assistant General Manager positions and two Executive Assistant to the General Manager positions and transmit my action to the City Council, pursuant to City Charter Section 1001(b)(1).

EG:ms

cc: Marcie Edwards, Department of Water and Power
Ana Guerrero, Office of the Mayor
Mandy Morales, Office of the Mayor
Miguel Santana, City Administrative Officer
Wendy Macy, Personnel Department