



CLASS SPECIFICATION

3-22-07

311 DIRECTOR, 9206

Summary of Duties: A 311 Director is responsible for the successful operation and expansion of the 311 Call Center in the Information Technology Agency (ITA) which answers calls from constituents regarding Citywide services provided by City departments. The 311 Director works closely with the technology staff, discussing the current and future technology needs and configuration requirements of the Call Center. This position works to ensure the efficient and effective resolution of any issues that may arise in day-to-day operations. A 311 Director plans, directs, hires, coaches, and coordinates a large staff of professional, technical and clerical employees engaged in the implementation, administration, and operations of the City's 311 Call Center in the Information Technology Agency; applies sound supervisory principles and techniques in building and maintaining an effective work force; fulfills equal employment opportunity responsibilities; and does related work.

Distinguishing Features: The 311 Director serves as the head of the City's 311 Call Center in the Information Technology Agency. A 311 Director is responsible for the overall strategic planning and directing of call center operations, creating growth projections, and developing the budget through subordinate supervisors; overseeing the consolidation and expansion of the Citywide database; and defining the future mission, vision and scope of the 311 Call Center while implementing new policies and procedures. The function of the 311 Director is distinguished from other administrative positions at that level by the extensive experience required in large call center, customer service, quality assurance, and performance management. An employee in this class receives minimal direction and supervision. Work is reviewed in terms of the accomplishments of the overall goals and objectives of the program and the department. Incumbents in the class of 311 Director are responsible for the performance of the full range of supervisory activities including the application of discipline, training, processing and resolution of grievances, and evaluation of performance.

Example of Duties: A 311 Director:

- Manages, directs, and administers the operation of a large scale call center through subordinate supervisors;
- Directs the development and implementation of the City's 311 program in ITA;
- Establishes division work programs, objectives, priorities, work methods, and directs their application to ensure accomplishment of department goals;
- Acts as the Department liaison to other department and government agencies;
- Appears before City Council and its committees to present and discuss the 311 program;
- Prepares the annual administrative and program budget for the division;
- Oversees and approves the preparation of proposals and contracts;
- Establishes administrative control of overtime and personnel utilization;
- Reviews and approves recommendations to select, promote, reassign, or discipline subordinate employees; and
- May be assigned other duties for training purposes or to meet technological changes or emergencies.

Qualifications:**Knowledge of:**

- Principles, practices, and techniques of managing a large call center;
- City budgetary, administrative, personnel, and legislative rules and regulations;
- Techniques of training, instructing and evaluation of subordinates' work performance;
- Techniques for counseling, disciplining and motivating subordinate personnel;
- Procedures for grievance handling;
- Supervisory responsibility for equal employment opportunity as set forth in the City's Equal Opportunity Plan;
- Memoranda of Understanding as they apply to subordinate personnel; and
- Safe working principles and practices in accordance with Occupational Safety rules and regulations.

The Ability to:

- Plan, organize, direct, and evaluate the work of a variety of professional, technical, and clerical staff;
- Prepare and present oral and written reports and recommendation concisely and logically;
- Speak effectively in public and to groups of people to instruct and inform;
- Establish and maintain a work environment to enhance both employee morale and productivity; and
- Deal tactfully and effectively with the public and others.

Minimum Requirements:

1. Two years of full-time paid experience as a Senior Management Analyst with the City of Los Angeles or in a class which is at least at the level which provides professional experience in supervisory or managerial work relating to a call center with at least 50 call agents or a call center that receives one million calls annually; or
2. A Bachelor's degree from a recognized college or university and six years of full-time paid experience in a call center environment with at least 50 call agents or a call center that receives one million calls annually, two years of which must be supervising staff working at such a call center; or
3. Ten years of full-time paid experience in a call center environment with at least 50 call agents or a call center that receives one million calls annually, two years of which must be supervising staff working at such a call center.

Call center experience related to sales and telemarketing is excluded.

Appointment to this class is subject to a one-year probationary period as provided by Section 1011 of the Los Angeles City Charter.

License:

A valid California driver's license and a good driving record may be required prior to appointment.

Physical Requirements:

Strength to perform average lifting up to 15 pounds maximum and occasionally over 25 pounds; good speaking and hearing ability; and good eyesight.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the limitations.

As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what all of the duties and responsibilities, and required qualifications of any position shall be.