



**34009 ALVARADO-NILES ROAD
UNION CITY, CA 94587
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REVENUE COLLECTION MANAGER

DEFINITION

Under general supervision, performs revenue collection and revenue generating activities, including audits, collections, miscellaneous tax compliance review, tax law research and analysis and City tax payment monitoring. Supervises the Revenue Collections Group. Performs other related duties as assigned.

DISTINGUISHING CHARACTERISTICS

This is a management-level classification in the City's Finance Department whose incumbents perform a wide variety of revenue audits to identify and collect for non-payment and underpayment of taxes and revenues; identify and correct unlicensed businesses; and conducts audits of hotels for accuracy of transient occupancy tax payments. Positions in this class are expected to independently perform the full range of revenue audits and to exercise sound, independent judgment within established guidelines.

SUPERVISION RECEIVED AND EXERCISED

Receives immediate supervision from the Finance Director. Provides lead direction or supervision over support staff.

EXAMPLES OF DUTIES

The following list of duties is intended only to describe the various types of work that may be performed and the level of technical complexity of the assignment(s), and is not intended to be an all-inclusive list of duties. The omission of a specific duty does not exclude it from the position if the work is consistent with the class concept, or is similar or closely related to another duty:

- Supervises the staff in the Revenue Collections Group
- Reviews and monitor various city and State revenue forms such as transient occupancy tax, sales tax, business license taxes, franchise fees, permits, and other revenues;
- Performs discovery audits to identify businesses operating in the City without a valid business license, determine amounts owed, and bill for amounts due, including penalties and interest. Investigates business license compliance through investigative procedures to include research of fictitious business name filings, telephone directories, newspaper advertisements, State franchise tax data and sales tax reports from the California State Board of Equalization (BOE);
- Performs detailed audits of rental property business to determine business license code compliance;

- Issues violation notices or citations when compliance is not achieved or anticipated;
- Conducts revenue audits to identify non-payment or underpayment of transient occupancy tax;
- Maintains business license database; monitors business license status.
- Works in a coordinated effort with the Finance Department Cashier to issue renewal notices and maintain accounts of payments for business licenses taxes. Cashier receipts all payments.
- Issues delinquency notices and initiates and represents the City in property lien hearings and other courts such as Small Claims Court for businesses that fail to pay their business licenses taxes and other fees and permits as directed by the City;
- Prepares lien data for inclusion in the Alameda County Secured Tax Rolls;
- Performs comparative analyses of financial data and reports to arrive at logical conclusions and recommendations;
- Evaluates financial statements, accounts, and reports to ensure accurate recording and reconciliation of data;
- Interprets and explains City municipal codes that relate to revenue. May be asked to analyze the municipal code, perform comparative revenue management and assessment with other State and local governments, and offer recommendations for future modification of that code to better meet the needs of the current business environment;
- Provides over the counter, telephone, e-mail, and in person information to the public regarding the City's tax ordinances and procedures;
- Coordinates and make educational presentations on City revenue programs, including business license program and transient occupancy tax;
- Work with local real estate agencies to educate them on business license requirements for their clients that purchase properties for business uses;
- Performs moderate to difficult office and in the field audits, determines tax liabilities, prepares audit reports, and documents findings;
- Conducts a variety of special projects related to the functions of the department;
- Represents the Department at meetings with other departments, agencies, business communities, and the public;
- Performs administrative functions in areas such as customer account record maintenance for local taxes, and communications for the revenue generating projects;

- Provides technical assistance to others on administrative and analytical matters; may supervise and provide technical guidance and lead direction to support staff;
- Composes correspondence and reports. Prepares and presents staff reports;
- May assist in developing and administering the annual budget for the Revenue Division, including gathering information, monitoring expenditures and revenues, and projecting expenditures and revenues;
- Program and re-program parking meters hourly rate, time limits, etc. to meet the needs of the public and business community as per City Council actions.
- Generates and review analysis of parking meter reports to identify traffic control and perform audit to minimize lost revenue production.
- Responds to parking program related inquiries and complaints from the general public, agencies and City departments.
- Analyze and process refund request for multiple purchases, payment difficulties and accidental purchases.
- Updates City website and send out mass email to inform customers the next purchase period.
- Work closely with parking vendors to order permits, issue replacement and etc...
- Maintains Revenue production and proficiency in all phases of operations through continued in-house training and working with vendors.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Desktop computer applications related to the work such as Word, Excel, Access, Outlook, and other related applications and systems. Knowledge of and experience with the City's financial system, Tyler EDEN, is highly desirable as is knowledge of Crystal Reports and COGNOS;
- Principles and practices of generally accepted accounting principles (GAAP) including procedures, systems, financial reporting, and methods of reporting;
- State, County, and City laws, codes and regulations related to taxes and other revenue sources;
- Principles and practices of auditing. Experience with business, sales, and transient occupancy tax auditing in particular is highly desirable;
- Legal and procedural guidelines for accounting, financial transactions, recordkeeping, and interpretation of tax code provisions; and

- Confidentiality of information requirements and appropriate disclosure of information.

Ability to:

- Manage and direct the operations of the Revenue Collections Group. Train personnel in highly technical and complex administrative processes.
- Prepare clear, concise, and complete statistical, financial and other written reports and correspondence, expressing ideas clearly regarding compliance requirements to those in violation of City codes;
- Keep accurate financial records and maintain accessible filing system and database administration;
- Express complex concepts and interpretations of City codes both in written and oral form. May require speaking to small groups such as local business forums, chambers of commerce and the City Council;
- Identify problems, evaluate alternatives, and arrive at logical decisions, often in tense situations;
- Conduct research using a variety of media and other resources for leads to identify business/property owners that are not paying appropriate taxes;
- Confront and explain business tax requirements to those for which a business license is required.
- Learn, understand and interpret City and other agency business tax and regulatory laws and codes;
- Establish and maintain cooperative, tactful, and effective relationships with those contacted during work including Finance Department personnel, other departments, agencies, business communities, and the public;
- Exercise sound judgment while recommending more efficient and effective methods, systems, reporting formats, and City codes;
- Operate a desktop computer with familiarity and proficiency using standard office or other business applications required to do the work.

Minimum Qualifications:

A typical way of gaining the knowledge and abilities is:

- Possession of a bachelor's degree from an accredited college or university in accounting, finance, or a closely related field; and
- Three (3) years of professional auditing experience, preferably in a governmental setting. Two (2) years conducting public sector revenue and licensing audits is highly desirable.

Other Requirements:

- Must be able to travel to various locations within and outside of Union City to meet program needs and to fulfill the job responsibilities. When driving on City business, the incumbent is required to maintain a valid California driver's license as well as a satisfactory driving record.