
JOB DESCRIPTION: CHIEF CUSTOMER OFFICER

DEPARTMENT:	Executive Office	REPORTS TO:	President/CEO
JOB CLASS:	Chief Officer	PAY GRADE:	25
EXEMPT STATUS:	Exempt	DATE:	06/25/2017

Our Mission is to deliver a high quality, technology-based education that provides the skills and knowledge students need for success.

POSITION GENERAL SUMMARY:

The Chief Customer Officer fosters a customer-driven culture by uniting all facets of the organization to deliver valued customer experiences. The Chief Customer Officer inspires decision-making driven by honoring customers as assets. The Chief Customer Officer directly oversees and guides the daily operations of Business Development and Marketing. This includes FLVS Global and Florida Districts & Franchises. The Chief Customer Officer works with the Board of Trustees, the Executive Team, and across the organization to embed behaviors and actions that focus on customer priorities. The Chief Customer Officer role honors employees and customers, resulting in a sustainable, repeatable and deliberate one-company approach to growth. As a member of the President/CEO's Senior Executive Team, the Chief Customer Officer participates in the overall strategy, planning, development and evaluation of the organization.

ESSENTIAL POSITION FUNCTIONS:

- Plan, develop and implement programs, activities and functions designed to achieve business goals as directed by the President/CEO
- Develop, manage and evaluate all lines of business, activities and functions under his/her supervision to ensure their efficient operation and full alignment with organizational goals and priorities as directed by the President/CEO
- Serve as a member of the President/CEO's Senior Executive Team and participates in the organization's planning, development and evaluation
- Keep the President/CEO informed about current critical issues and operational status of areas under his/her control
- In the absence of the President/CEO, assume responsibility for the total operation of the business and the welfare of staff
- Build an organization wide customer listening path as an integral component of strategic planning and business development
- Establish experiential learning opportunities for understanding customers' experiences
- Identify and focus on customer behavior movement as a result of priority experiences to establish connection and ROI to customer-driven growth
- Develop, oversee, and implement business goals as an integral component of strategic planning and business development
- Develop, oversee, and adhere to organizational marketing plans as an integral component of strategic planning and business development
- Develop, oversee, and adhere to department budgets
- Maintain visibility and recognition as a leader responsible for customer centric business development and thought leadership

- Seek new opportunities for marketing and public relations efforts
- Establish and maintain FLVS policies and procedures for courseware utilization by schools, school districts and other users
- Ensure the Board of Trustees approved Strategic Plan is successfully implemented
- Facilitate group processes in consensus-building, conflict-resolution, planning and decision-making
- Lead and manage assigned direct reports; evaluate the assigned department structures for continual improvement in efficiency and effectiveness of the group, as well as ensuring team members have access to professional growth within the organization
- Meet professional obligations through efficient work habits such as meeting deadlines, honoring schedules, coordinating resources and meetings in an effective and timely manner, increasing efficiencies and demonstrates respect for others
- All work responsibilities are subject to having performance goals and/or targets established.

(These essential functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related duties as required.)

MINIMUM REQUIREMENTS:

Education/Licensure/Certification:

- Master's Degree in Education, Business Administration or related field
- Doctorate, Ed.D or Ph.D, preferred

Experience:

- Ten years' experience in the education industry
- Eight years' progressive leadership and management experience
- Experience working in business development, preferred

Knowledge, abilities and skills:

- Knowledge and experience within the education marketplace, preferably public sector
- Knowledge of virtual school operations and activities
- Knowledge of marketing, branding, and sales strategies
- Expertise in customer surveys, interactions, advisory boards, and listening plans
- Experience with understanding P&L statements and financials
- Exceptional verbal and written communication and presentation skills
- Solid teamwork and interpersonal skills
- Proven ability in facilitating group processes in consensus building, conflict resolution, executive planning and decision-making; ability to build consensus among diverse work groups
- Ability to sell to a wide variety of audiences
- Ability to provide strategic leadership oversight and address key strategic challenges and opportunities
- Ability to deploy resources and manage multiple projects within budget and time constraints
- Ability to influence; working with and through people to establish goals, objectives, and action plans

CORE COMPETENCIES FOR SUCCESS:

<p>COMMUNICATION SKILLS</p> <p><i>Clearly and effectively conveys and/or presents information verbally; Shares ideas and perspectives and encourages others to do the same; Writes in a clear, concise, organized and convincing way for the target audience; the message has a distinct beginning, middle and end and is error-free; Informs others involved in a project of new developments; Disseminates information to other employees, as appropriate; effectively uses multiple channels to communicate important messages; Keeps supervisor well informed about progress and/or problems</i></p>	<p>INTERPERSONAL SKILLS</p> <p><i>Relates well with others; treats others with respect; Shares views in a tactful, considerate way; Demonstrates diplomacy by approaching others about sensitive issues in non-threatening ways; Considers and responds appropriately to the needs, feelings and capabilities of others in various situations or settings; Fosters an environment conducive to open, transparent communication among all levels and positions; Takes the initiative to get to know internal and external customers; Effectively handles challenging or tension-filled situations</i></p>
<p>CUSTOMER FOCUS</p> <p><i>Prioritizes customers (internal and external) and their needs as primary; Develops and maintains customer relationships; builds credibility and trust; Quickly and effectively solves customer problems; Provides prompt, attentive service in a cheerful manner; adapts to changing information, conditions or challenges with a positive attitude; Incorporates customer feedback into delivery of service to provide the best experience possible for the customer; Actively promotes FLVS in community by serving as a FLVS ambassador or volunteer</i></p>	<p>FUNCTIONAL EXPERTISE</p> <p><i>Has the skills, abilities, knowledge and experience to be successful in functional area of expertise; Dedicates time and energy to keeping abreast of the latest information related to area of expertise; Approaches problems resourcefully and creatively; actively pursues information related to problems; effectively generates solutions in a timely manner; Embraces and utilizes new technologies; Produces high quality work in organized and timely fashion; Manages time and priorities effectively</i></p>

CO/VP COMPETENCIES FOR SUCCESS:

<p>MANAGING VISION & PURPOSE</p> <p><i>Communicates a compelling and inspired vision or sense of core purpose; Is consistently optimistic; Creates mileposts and symbols to rally support behind the vision; Can inspire and motivate entire departments; makes the vision shareable by everyone; Talks beyond today; speaks of possibilities</i></p>	<p>INNOVATION MANAGEMENT</p> <p><i>Is good at bringing the creative ideas of others to market; Has good judgment about which creative ideas and suggestions will work; Has a sense about managing the creative process of others; Can facilitate effective brainstorming; Can project how potential ideas may play out in the marketplace</i></p>
<p>NEGOTIATING</p> <p><i>Negotiates skillfully in tough situations with both internal and external groups; Can be both direct and forceful as well as diplomatic; Gains trust of other parties to the negotiations quickly; Has a good sense of timing; Persuades others to adopt or build on ideas or recommendations; Facilitates “win-win” situations; Advocates position effectively; engages in healthy, constructive debate and dialogue</i></p>	<p>PERSPECTIVE</p> <p><i>Looks toward the broadest possible view of an issue/challenge; has broad-ranging personal and business interests and pursuits; Can easily pose future scenarios; Thinks globally; Can discuss multiple aspects and impacts of issues and project them into the future</i></p>
<p>STRATEGIC AGILITY</p> <p><i>Formulates objectives, priorities and plans consistent with long-term vision; perceives the impact and implications of strategic decisions; Capitalizes on strategic opportunities and manages risks; Considers the impact of political, economic, social, technological, environmental, and legal trends to help inform strategic decisions; Anticipates potential political or competitor threats to the organization; seeks out political or competitor opportunities for the organization; Can create competitive and breakthrough strategies and plans; Is future oriented and can see ahead clearly; Can articulately paint credible pictures and visions of possibilities and likelihoods; Aligns organizational structure to support strategic direction</i></p>	

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Location: Orlando VLC
- Frequency of travel: Occasional travel is required for meetings, trainings and conferences; location may vary and may require overnight stays
- Light physical activities and efforts required working in an office environment

(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals with a disability.)

FLVS does not discriminate in admission or access to, or treatment or employment in its programs and activities on the basis of race, color, religion, age, sex, national origin, marital status, disability, genetic information or any other reason prohibited by law.