



JOB DESCRIPTION: DISTRICT RELATIONS MANAGER

DEPARTMENT:	Business Development	REPORTS TO:	Senior Manager, Florida Relations
JOB CLASS:	Manager	PAY GRADE:	19
EXEMPT STATUS:	Exempt	DATE:	02/21/2012

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 District Relations Manager serves as a regional expert in FLVS virtual education options. This position works directly with district and school level personnel to assess district needs, design and deliver virtual education solutions, and increase enrollments, while assisting districts in meeting all virtual education requirements as directed by Florida statute. The District Relations Manager serves as the lead public relations representative in his/her assigned geographic region, and is responsible for developing and implementing a marketing plan specific to this area. This role includes researching, coordinating and attending community events to promote FLVS, and training staff in FLVS messaging as well as supervising staff at such events. The District Relations Manager is the manager for the district relationship and should be aware of all district contact, participating as appropriate.

ESSENTIAL POSITION FUNCTIONS:

- Educate stakeholders as to FLVS' mission, policies and procedures, and instructional approaches
- Design and implement innovative and effective marketing plans and public relations campaigns
- Liaise with multiple FLVS departmental staff, including Marketing, Internal Counselors and Instructional Leaders to assist clients and increase student enrollment
- Establish and maintain a high level of client trust and confidence
- Design, deliver and administer online and in-person training to school-based personnel as requested
- Meet with school and district personnel and community partners requiring up to 80-95% travel some weeks; may also include evenings and weekends
- Establish FLVS presence at conferences for educators and families, coordinating registration, presentations, and supervising FLVS staff participation
- Achieve a 90 percent or better satisfaction rating on surveys regarding the quality of service provided to regional contacts based on annual and random Customer Satisfaction Surveys
- Develop and manage statewide, regional, and local public relations campaigns, to include meetings with legislators and municipal, community and faith-based leaders; these campaigns will also include meetings with district personnel including Superintendents and School Board Members and others as deemed necessary and appropriate
- Develop and coordinate ongoing communication and working relationships within his/her region to stakeholders, business partners, community leaders, students and parents
- Maintain accurate customer account data through the use of Salesforce software. Document meetings, presentations, and communications on an ongoing, consistent basis

- Ensure outreach and provide services to the in-state rural, low performing, and minority student base within his/her region
- Create and deliver targeted professional presentations to all stakeholders, including district- level personnel, school personnel, community partners, and families
- Manage the budget for his/her territory
- Manage special projects as assigned
- Meet professional obligations through efficient work habits such as, meeting deadlines, honoring schedules, coordinating resources and meetings in an effective and timely manner, 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:

- Bachelor's degree in education and/or marketing and public relations; or equivalent combination of education and relevant experience

Experience:

- Two year's customer service/liaison experience

Knowledge, abilities and skills:

- Ability to work with and through people to establish goals, objectives, and action plans
- Knowledge of design and implementation of goal-driven marketing and public relations efforts
- Ability to apply customer relations skills to the needs and concerns of individual users, district- leadership and educational partners
- Ability to exercise discretion and independent judgment when representing FLVS
- Knowledge of state rules, laws, policies, and procedures applicable to middle and high school students Possesses excellent written and verbal communication skills
- Knowledge of professional and technical issues affecting the organization
- Ability to manage multiple projects in multiple locations
- Demonstrates proficiency in organization and coordination skills
- Strong communication and presentation skills

CORE COMPETENCIES FOR SUCCESS:

COMMUNICATION SKILLS	CUSTOMER FOCUS
<i>Clearly and effectively conveys and/or presents information verbally; summarizes what was heard to mitigate miscommunication; Shares ideas and perspectives and encourages others to do the same; 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 in a timely manner; Writes in a clear, concise, organized and convincing way for a variety of target audiences; The written message is consistently error-free; The written message has</i>	<i>Prioritizes customers (internal and external) and their needs as primary and is dedicated to meeting their expectations; 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>

<i>the desired effect on the target audience</i>	
INTERPERSONAL SKILLS <i>Relates well with others; Treats others with respect; Shares views in a tactful 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; Fosters an environment conducive to open, transparent communication among all levels and positions; Takes the initiative to get to know internal and external customers</i>	FUNCTIONAL /TECHNICAL EXPERTISE <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 and technology; Picks up on technology quickly; Does well in technical courses and seminars; Produces high quality work in organized and timely fashion</i>

MANAGER COMPETENCIES FOR SUCCESS:

COMMAND SKILLS <i>Relishes leading; Takes unpopular stands if necessary; Encourages direct and tough debate but isn't afraid to end it and move on; Is looked to for direction in a crisis; Faces adversity head on; Energized by tough challenges</i>	CONFLICT MANAGEMENT <i>Steps up to conflicts, seeing them as opportunities; Reads situations quickly; Good at focused listening; Can hammer out tough agreements and settle disputes equitably; Can find common ground and get cooperation with minimal "noise"</i>
LISTENING <i>Practices attentive and active listening with all groups/people; Has the patience to hear people out without interruption; Can accurately restate the opinion of others even when he/she disagrees</i>	MANAGING DIVERSITY <i>Manages all kinds and classes of people equitably; Deals effectively with all races, nationalities, cultures, disabilities, ages and both sexes; Hires variety and diversity without regard to class; Supports equal and fair treatment and opportunity for all</i>
DEVELOPING OTHERS <i>Provides constructive, concrete, behavioral feedback to others through monthly development discussions; Shares information, resources and suggestions to help others be more successful; Delegates challenging work assignments or responsibilities that will help the abilities and stretch others; Regularly meets with employees to review development needs, career aspirations and progress; Constructs compelling developmental plans and executes them; Creates a climate in which people want to do their best; Is a good judge of talent; After reasonable exposure, can articulate the strengths and limitations of people inside or outside the organization</i>	TIMELY, QUALITY DECISION MAKING <i>Makes decisions in a timely manner, sometimes with incomplete information and under tight deadlines and pressure; Able to make a quick decision; Makes good decisions based upon a mixture of analysis, wisdom, experience and judgment; Sought out by others for advice and solutions; Most of his/her solutions and suggestions turn out to be correct and accurate when judged over time</i>
PROCESS MANAGEMENT <i>Good at figuring out the processes necessary to get things done; Knows how to organize people and activities; Understands how to separate and combine tasks into efficient work flow; Can readily see opportunities or synergy and integration; Can simplify complex processes; Gets more out of fewer resources</i>	TEAM BUILDING <i>Develops networks and builds alliances; Participates in cross-functional activities to achieve organizational objectives; Focuses time and energy to develop direct report team and peer team; Fosters commitment, team spirit, pride and trust; Recognizes and rewards people for their achievements and contributions to organizational success; Identifies and tackles morale issues; Provides training and development to employees; creates and participates in team building sessions; Empowers others; Makes each individual feel his/her work is important; Invites input from each person and shares ownership and visibility</i>

<p>MANAGING & MEASURING WORK</p> <p><i>Clearly assigns responsibility for tasks and decisions; Sets clear objectives and knows what to measure and how to measure them; Monitors process, progress, and results; Designs feedback loops into work; Holds self and others accountable for achieving goals and objectives</i></p>	<p>COMFORT AROUND HIGHER MANAGEMENT</p> <p><i>Deals comfortably with more senior managers; Presents to more senior managers without undue tension and nervousness; Determines the best way to get things done with more senior managers by talking their language and responding to their needs; Crafts approaches to working with more senior managers that are seen as appropriate and positive</i></p>
<p>MANAGERIAL COURAGE</p> <p><i>Doesn't hold back anything that needs to be said; Is not afraid to provide current, direct, and "actionable" positive and corrective feedback to others; Lets people know where they stand; Faces up to people problems on any person or situation quickly and directly</i></p>	

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Location: Remote (must reside in one of the districts of the region posted, centralized location preferred)
- 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.