



<b>DEPARTMENT:</b>	Marketing & Communications	<b>REPORTS TO:</b>	Senior Manager, Marketing
<b>JOB CLASS:</b>	Specialist	<b>PAY GRADE:</b>	18
<b>EXEMPT STATUS:</b>	Exempt	<b>DATE:</b>	5/8/2019

***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 Email Marketing Specialist is responsible for planning, creative development, deployment, and day-to-day execution and optimization of all external email marketing campaigns for Florida Virtual School. Additionally, the Email Marketing Specialist collaborates with various departments to develop a robust centralized database and lead generation program to meet FLVS business goals and objectives. The Email Marketing Specialist recommends changes to the email marketing programs and ensures that all digital marketing activities strengthen the FLVS brand and overall organizational strategy.

**ESSENTIAL POSITION FUNCTIONS:**

- In collaboration with the Marketing & Communications department, develop an organization-wide email marketing strategy with clear goals and objectives, and performance benchmarks
- Grow the email database through acquisition campaigns and lead-gen landing pages to increase awareness of and student enrollment with FLVS
- Develop a lead nurture program to increase loyalty and affinity with FLVS
- Analyze performance metrics including email analytics, efficiency metrics, brand metrics, customer metrics, and overall return on investment for email marketing initiatives and make recommendations based on findings to key stakeholders
- Implement testing methodologies (A/B) including subject lines, design, landing pages, CTAs, mailing frequency, send schedules, segments, etc. to continually improve overall effectiveness
- Compile actionable customer insights based on learnings from optimizing email campaign performance to inform marketing strategy and improve customer experience
- Develop engaging email content and messages that align with business objectives through creative copywriting, editing, and proof reading
- Maintain messaging and brand consistency across all email platforms
- Work with and manage external partners as needed to achieve email marketing goals.
- Meet professional obligations through efficient work habits such as, meeting deadlines, honoring schedules, coordinating resources and meetings in an effective and timely manner, and demonstrate 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 Marketing, Advertising, Communications, or Public Relations; or equivalent combination of education and relevant experience

**Experience:**

- Three years of experience in marketing, advertising, communications, public relations, or other related fields

**Knowledge, abilities and skills:**

- Knowledge of email platforms, such as Pardot, Mailchimp, and related platforms
- Excellent verbal and written communication skills
- Ability to excel in a detail-oriented, deadline-driven environment
- Ability to prioritize tasks while maintaining constant level of high quality
- Strong interpersonal and customer service skills
- Ability to work with/for multiple employees and meet deadlines
- Excellent organizational skills
- Ability to schedule and meet deadlines
- Ability to be self-motivated
- Ability to be a strong team player and work with multiple employees to achieve deadlines

**CORE COMPETENCIES FOR SUCCESS:**

<p style="text-align: center;"><b>COMMUNICATION SKILLS</b></p> <p><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 the desired effect on the target audience</i></p>	<p style="text-align: center;"><b>CUSTOMER FOCUS</b></p> <p><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></p>
<p style="text-align: center;"><b>INTERPERSONAL SKILLS</b></p> <p><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></p>	<p style="text-align: center;"><b>FUNCTIONAL /TECHNICAL EXPERTISE</b></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 and technology; Picks up on technology quickly; Does well in technical courses and seminars; Produces high quality work in organized and timely fashion</i></p>

**INDIVIDUAL CONTRIBUTOR COMPETENCIES FOR SUCCESS:**

<p style="text-align: center;"><b>PEER RELATIONSHIPS</b></p> <p><i>Finds common ground and solves problems for the good of all; Can represent his/her own interests and yet be fair to other groups; Solves problems with peers with minimal “noise”; Is seen as a team player and is cooperative; Easily gains trust and support peers; Encourages collaboration; Is candid with peers</i></p>	<p style="text-align: center;"><b>CREATIVITY</b></p> <p><i>Comes up with a lot of new and unique ideas; Easily makes connections among previously unrelated notions; Tends to be seen as original and value-added in brainstorming sessions; Takes calculated risks; Is not afraid to try new things and potentially “fail fast”</i></p>
<p style="text-align: center;"><b>SELF KNOWLEDGE</b></p> <p><i>Seeks feedback; Gains insight from mistakes; Is open to constructive criticism; isn’t defensive; Proactively seeks to understand his/her strengths and areas for growth; applies information to best serve organization; Recognizes how his/her behavior impacts others and incorporates insight into future interactions</i></p>	<p style="text-align: center;"><b>PLANNING</b></p> <p><i>Accurately scopes out length and difficulty of tasks and projects; Sets objectives and goals; Breaks down work into the process steps; Develops schedules and task/people assignments; Anticipates and adjusts for problems and roadblocks; Measures performance against goals; Evaluates results</i></p>
<p style="text-align: center;"><b>ORGANIZING</b></p> <p><i>Uses his/her time effectively and efficiently; Concentrates his/her efforts on the more important priorities; Can attend to a broader range of activities as a result of organizing time efficiently; Can marshal resources (people, funding, material, support) to get things done; Can orchestrate multiple activities at once to accomplish a goal; Arranges information and files in a useful manner</i></p>	<p style="text-align: center;"><b>PROBLEM SOLVING</b></p> <p><i>Uses rigorous logic and methods to solve difficult problems with effective solutions; Probes all fruitful sources for answers; Can see hidden problems; Is excellent at honest analysis; Looks beyond the obvious and doesn’t stop at the first answers</i></p>
<p style="text-align: center;"><b>DRIVE FOR RESULTS</b></p> <p><i>Can be counted on to exceed goals successfully; Very bottom-line oriented; Steadfastly pushes self and others for results; Is full of energy for the things he/she sees as challenging; Not fearful of acting with a minimum of planning; Consistently seizes opportunities; Consistently exceeds goals</i></p>	

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- 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.*