JOB DESCRIPTION: FLVS FT MARKETING AND COMMUNICATIONS SPECIALIST

DEPARTMENT:	Marketing & Communications	**REPORTS TO:**	Creative Marketing and Communications Manager
JOB CLASS:	Specialist	**PAY GRADE:**	18
EXEMPT STATUS:	Exempt	**DATE:**	09/13/2012

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 FLVS Full Time Marketing & Communications Specialist develops and executes the internal and external marketing and communications activities for the Florida Virtual School Full Time schools. The Specialist recommends changes in marketing philosophy and execution and ensures that marketing and communications activities nurture the FLVS FT brand and overall organizational strategy.

ESSENTIAL POSITION FUNCTIONS:

- Develop, coordinate, and execute FLVS FT projects and campaigns by providing content messaging, coordinating with team members, managing department deadlines, and communicating with key stakeholders
- Assess performance metrics including project and campaign analytics, efficiency metrics, brand metrics, customer metrics, and overall return on investment for marketing and communications initiatives and make recommendations based on findings
- Perform writing, copywriting, editing, and proofing of FLVS FT collateral, web content, internal, and external communications
- Maintain FLVS FT messaging and offer solutions for new messaging strategies
- Maintain district brand consistency by ensuring FLVS FT brand aligns to overall FLVS brand
- Compile competitive information as needed
- Implement established goals and objectives for social media—including campaigns, tactics, and initiatives that align with the FLVS FT social media plan and marketing strategy
- Liaise with ad agency to implement FLVS FT social media, online advertising, and campaign initiatives
- Complete 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 demonstrating 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' in marketing, advertising, communications, public relations, or other related fields

Knowledge, abilities and skills:

- 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:

COMMUNICATION SKILLS *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*	CUSTOMER FOCUS *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*
INTERPERSONAL SKILLS *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*	FUNCTIONAL /TECHNICAL EXPERTISE *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*

INDIVIDUAL CONTRIBUTOR COMPETENCIES FOR SUCCESS:

PEER RELATIONSHIPS *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*	CREATIVITY *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"*
SELF KNOWLEDGE *Seeks feedback; Gains insight from mistakes; Is open to constructive criticism; isn't defensive; Proactively seeks to*	PLANNING *Accurately scopes out length and difficulty of tasks and projects; Sets objectives and goals; Breaks down work into the*

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	*process steps; Develops schedules and task/people assignments; Anticipates and adjusts for problems and roadblocks; Measures performance against goals; Evaluates results*
ORGANIZING *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*	PROBLEM SOLVING *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*
DRIVE FOR RESULTS *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*	

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.