

DEPARTMENT:	Marketing and Communications	REPORTS TO:	Senior Director, Marketing & Communications
JOB CLASS:	Senior Manager	PAY GRADE:	20
EXEMPT STATUS:	Exempt	DATE:	08/30/2016

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 Senior Manager, Marketing oversees the FLVS creative strategy, planning, and execution of all school marketing campaigns and related success metrics for FLVS. The Senior Manager also oversees digital marketing for the organization including managing all websites, online advertising, social media, and user experience/design for customer facing systems. The Senior Manager provides leadership to both the digital marketing and creative marketing teams. The Senior Manager also helps coordinate with Customer Care, Communications, and Market Research to ensure Marketing and Communications plans are in alignment.

ESSENTIAL POSITION FUNCTIONS:

- Manage the development and execution of a strategic integrated marketing communications plan to support the FLVS mission, goals, and objectives
- Direct and manage marketing strategies and tactics for reaching target audiences
- Manage the planning and execution of all marketing campaigns and deliverables for FLVS Flex, FLVS Full Time, and FLVS District Virtual Schools including identifying target markets and submarkets, appropriate marketing mix, channel determination, tactical timelines, performance metrics, and reporting
- Direct all external websites including design, development, ongoing updates, and user experience
- Direct organization-wide social media presence including campaign strategy, goals, and budget
- Direct and manage the digital and creative marketing teams; supervise assigned direct reports, including general leadership, planning, organizing, coaching, and reviewing
- Lead regular team and/or department meetings
- Partner with cross-functional teams and department heads to help team members understand viable marketing solutions for products, courses, and other needed items
- Ensure pipeline growth by partnering with the creative agency in execution of enrollment goals and school priorities
- Manage brand strategy in all marketing efforts
- Direct and manage the creative marketing and digital marketing budgets
- Assist in planning and facilitating leadership and professional development activities for the department; participate in department leadership discussions and activities
- Keep abreast of new developments in K-12 online education landscape through readings, conferences, and other means of gathering training and knowledge and disseminates

information to team and department on a regular basis

- Manage, control, direct, and supervise assigned direct reports, including general leadership, planning, organizing, and reviewing, and succession training
- 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; or equivalent combination of education and relevant experience
- Master's degree, preferred

Experience:

- Seven years marketing experience
- Five years Kindergarten–12 online education industry experience
- Three years supervising, managing, and/or leading others

Knowledge, abilities and skills:

- Knowledge of marketing strategies, design, digital marketing, advertising, and developing integrated marketing plans
- Ability to work with and through people to establish goals, objectives, and action plans
- Ability to meet deadlines and handle diverse tasks simultaneously using prioritization and delegation
- Ability to manage multiple projects
- Demonstrated interpersonal and leadership skills ☐
- Excellent verbal and written communication skills
- Excellent organization and coordination skills
- Strong 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</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>message is consistently error-free; The written message has 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>
MANAGING & MEASURING WORK	COMFORT AROUND HIGHER MANAGEMENT

<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>	<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 style="text-align: center;">MANAGERIAL COURAGE</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>	

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Location: Orlando VLC
- Frequency of travel: Frequent 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.