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 Digital Marketing Manager manages all digital marketing efforts for the organization including FLVS.net, the organizational social media presence, the Virtual Voice blog, and the customer experience for customer-facing systems. The Digital Marketing Manager also helps coordinate with Creative Marketing, Communications, Customer Care, Market Research, and external vendors to ensure Marketing and Communications plans are in alignment.

ESSENTIAL POSITION FUNCTIONS:
• Manage all external websites; including design, development, ongoing updates, SEO, and user experience
• Manage the organization-wide social media presence including strategy, goals, and budget
• Manage projects to improve the customer experience across all external facing systems including the Admissions & Registration system and Virtual School Administrator
• Manage and/or coordinate with the creative agency to plan and execute all digital marketing activities
• Manage email marketing strategy, goals, and budget
• Support digital advertising and SEM efforts as needed in conjunction with Creative Marketing team
• Partner with Senior Marketing Manager to align mini-team goals and processes
• Partner with cross-functional teams to help team members understand viable digital marketing solutions for websites, products, courses, systems, and other needed items
• Integrate and align brand/company strategy in all digital marketing efforts
• Assist in planning and facilitating leadership and professional development activities for the department; participate in department leadership discussions and activities
• Manage the digital marketing budget
• Complete special projects as assigned
• 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 in marketing, advertising, communications, public relations, or other related fields; or equivalent combination of education and relevant experience
- Master’s degree, preferred

Experience:
- Five years’ experience in marketing, advertising, communications, public relations, or other related fields
- Three years’ experience supervising, managing, and/or leading others
- Two years knowledge of the Kindergarten–12 online education industry

Knowledge, abilities and skills:
- Ability to collaborate with team members and establish relationships at all organizational levels
- Ability to prioritize multiple tasks while maintaining a strong attention to detail
- Skilled in presenting to audiences of all sizes
- Demonstrated ability to take initiative with limited direction
- Excellent written and verbal communication skills
- Ability to meet deadlines and handle diverse tasks simultaneously using prioritization and delegation
- Strong interpersonal, leadership, motivation, and communication skills
- Drive and ambition, combined with a positive attitude
- Experience managing and maximizing a marketing budget
- Experience creating and implementing marketing processes
- Ability to function effectively in a fast-paced environment
- Ability to coordinate with advertising agency as needed
- Ability to work with and through people to establish goals, objectives, and action plans

CORE COMPETENCIES FOR SUCCESS:

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<thead>
<tr>
<th>COMMUNICATION SKILLS</th>
<th>CUSTOMER FOCUS</th>
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<tbody>
<tr>
<td>Clearly and effectively conveys and/or presents information verbally; summarizes</td>
<td>Prioritizes customers (internal and external) and their needs as primary and</td>
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<td>what was heard to mitigate miscommunication; Shares ideas and perspectives and</td>
<td>is dedicated to meeting their expectations; Develops and maintains customer</td>
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<td>encourages others to do the same; informs others involved in a project of new</td>
<td>relationships; builds credibility and trust; Quickly and effectively solves</td>
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<td>developments; Disseminates information to other employees, as appropriate;</td>
<td>customer problems; Provides prompt, attentive service in a cheerful manner;</td>
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<td>Effectively uses multiple channels to communicate important messages; Keeps</td>
<td>adapts to changing information, conditions or challenges with a positive attitude;</td>
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<td>supervisor well informed about progress and/or problems in a timely manner;</td>
<td>Incorporates customer feedback into delivery of service to provide the best</td>
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<td>Writes in a clear, concise, organized and convincing way for a variety of target</td>
<td>experience possible for the customer; Actively promotes FLVS in community by</td>
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<td>audiences; The written message is consistently error-free; The written message has</td>
<td>serving as a FLVS ambassador or volunteer</td>
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<td>the desired effect on the target audience</td>
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<tr>
<th>INTERPERSONAL SKILLS</th>
<th>FUNCTIONAL / TECHNICAL EXPERTISE</th>
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<tr>
<td>Relates well with others; Treats others with respect; Shares views in a tactful</td>
<td>Has the skills, abilities, knowledge and experience to be successful in functional area of</td>
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<td>way; Demonstrates diplomacy by approaching others about sensitive issues in</td>
<td>expertise; Dedicates time and energy to keeping abreast of the latest information related</td>
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<td>non-threatening ways; Considers and responds appropriately to the needs, feelings</td>
<td>to area of expertise and technology; Picks up on technology</td>
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<td>and capabilities of others; Fosters an environment</td>
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conducive to open, transparent communication among all levels and positions; Takes the initiative to get to know internal and external customers

quickly; Does well in technical courses and seminars; Produces high quality work in organized and timely fashion

MANAGER COMPETENCIES FOR SUCCESS:

COMMAND SKILLS
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

CONFLICT MANAGEMENT
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”

LISTENING
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

MANAGING DIVERSITY
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

DEVELOPING OTHERS
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

TIMELY, QUALITY DECISION MAKING
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

PROCESS MANAGEMENT
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

TEAM BUILDING
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

MANAGING & MEASURING WORK
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

COMFORT AROUND HIGHER MANAGEMENT
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

MANAGERIAL COURAGE
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

**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.**