



JOB DESCRIPTION: DIRECTOR, GLOBAL

DEPARTMENT:	FLVS Global	REPORTS TO:	Chief Business Development Officer
JOB CLASS:	Director	PAY GRADE:	21
EXEMPT STATUS:	Exempt	DATE:	02/22/2012

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 Director, Global oversees the business development, sales and operations for the department. The Director, Global formulates the FLVS sales operations, marketing, and public relations strategies to ensure that FLVS' business objectives and student obligations are satisfied. The Director, Global implements and evaluates sales, products and services, as well as sets sales, pricing, operation and contract standards that will meet the FLVS strategic goals. As a member of the President/CEO's Leadership Team, the Director, Global participates in the school's overall planning, development, and evaluation.

ESSENTIAL POSITION FUNCTIONS:

- Execute organizational strategy and maintain organizational culture
- Manage all sales, products and services
- Manage the operations of the department
- Oversee the implementation and expansion of the tuition enrollment program through coordination with other FLVS departments
- Oversee the sales and marketing plan and sales pipeline acceleration
- Establish and maintain a measurable sales process
- Manage the FLVS branding
- Oversee the creation and distribution of all marketing collateral
- Oversee the sales performance of the Sr. Sales manager in meeting revenue goals
- Sets and maintain FLVS pricing strategy
- Respond to agency requests for FLVS information
- Oversee the creation of all FLVS marketing and sales proposals, presentations, and collateral material
- Oversee customer contract management and maintenance
- Research new product and service offerings and make recommendations for such offerings
- Meet or exceed the sales and profitability targets, as determined on an annual basis
- Seek to expand the number of sales and marketing partnerships to meet revenue goals and related school goals in a proactive manner
- Manage the Channel Partner Program successfully, including but not limited to, 1) partner sales expectations and contributions, 2) partner training completion, and 3) partner co-marketing activities
- Ensure client satisfaction with FLVS products and services, as measured through client feedback surveys

- Evaluate our Channel Partners annually and recommend suggestions for improvement, continuation, or dissolution of specific partner relationships
- Set strategy for department reaching revenue profit and customer service goals
- Oversee third-party relationships
- Develop a yearly budget to be approved, working within the limits of the approved departmental budget
- Serve as a member of the President/Chief Executive Officer's Leadership Team and participate in the school's planning, development and evaluation
- Conduct an annual internal and external Customer Satisfaction Survey
- Lead and manage assigned direct reports; evaluate the FLVS Global department structure for continual improvement in efficiency and effectiveness of the group, as well as ensuring team members have access to professional and personal growth within the organization
- 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 with a focus on business administration and marketing; or equivalent combination of education and relevant experience
- Master's Degree, preferred

Experience:

- Seven years' experience in the educational field, virtual education, public relations, in developing and executing marketing strategy, or in national and global education markets

Knowledge, abilities and skills:

- Ability to work with and through people to establish goals, objectives, and action plans
- Knowledge of marketing, branding, and sales strategies
- Knowledge of product placement
- Knowledge of operational strategies
- Knowledge of the public education sector
- Strong written and verbal communication skills
- Ability to sell to a wide variety of audiences
- Strong project management skills, including the ability to lead and mentor employees
- Ability to function in a team-centric atmosphere with a make-it-happen attitude
- Solid teamwork and interpersonal skills
- Ability to communicate effectively with customers, employees, senior management, and board of directors
- Strong organizational and implementation skills
- Strong leadership skills
- Ability to work independently with minimal supervision

CORE COMPETENCIES FOR SUCCESS:

<p style="text-align: center;">COMMUNICATION SKILLS</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;">CUSTOMER FOCUS</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;">INTERPERSONAL SKILLS</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;">FUNCTIONAL /TECHNICAL EXPERTISE</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>

DIRECTOR COMPETENCIES FOR SUCCESS:

<p style="text-align: center;">LEARNING ON THE FLY</p> <p><i>Learns quickly when facing new problems; Is a voracious learner; Analyzes both successes and failures for clues to improvement; Experiments and will try anything to find solutions; Seeks out the challenge of unfamiliar tasks; Quickly grasps the essence and the underlying structure of most anything</i></p>	<p style="text-align: center;">PRESENTATION SKILLS</p> <p><i>Is effective in a variety of formal presentation settings: one-on-one, small and large groups, with peers, direct reports, and bosses; Is effective both inside and outside the organization, on both cool data and hot and controversial topics; Commands attention and can manage group process during the presentation; Can change tactics midstream when something isn't working</i></p>
<p style="text-align: center;">PRIORITY SETTING</p> <p><i>Spends his/her time and the time of others on what's important; Quickly zeros in on the critical few and puts the trivial many aside; Can quickly sense what will help or hinder accomplishing a goal; Eliminates roadblocks; Creates focus</i></p>	<p style="text-align: center;">BUSINESS & FINANCIAL ACUMEN</p> <p><i>Knowledgeable in current and possible future policies, practices, trends, technology, and information affecting his/her business and organization; Knows the competition; Understands and communicates the goals, objectives, competencies, and metrics associated with business success; Understands and applies knowledge of key organizational business drivers; Keeps abreast of the overall performance of the organization and adjusts allocation of finances based on progress against goals; Sets priorities by aligning organizational finances with strategic goals; Fosters an environment that encourages fiscal responsibility</i></p>
<p style="text-align: center;">COMPOSURE</p> <p><i>Is cool under pressure; Does not become defensive or irritated when times are tough; Can be counted on to hold things together during tough times; Handles stress well; Is not knocked off balance by the unexpected; Doesn't show frustration when resisted or blocked; Is a settling influence in a crisis; Consistently behaves in a professional manner</i></p>	<p style="text-align: center;">DEALING WITH AMBIGUITY</p> <p><i>Effectively copes with change; Can shift gears comfortably; Can decide and act without having the total picture; Isn't upset when things are up in the air; Doesn't have to finish things before moving on; Can comfortably handle risk and uncertainty</i></p>

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.