
JOB DESCRIPTION: EXECUTIVE DIRECTOR, MARKETING & COMMUNICATIONS

DEPARTMENT:	Marketing & Communications	REPORTS TO:	Vice President, Sales and Marketing
JOB CLASS:	Executive Director	PAY GRADE:	24
EXEMPT STATUS:	Exempt	DATE:	09/05/2014

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 Executive Director, Marketing & Communications is the top executive accountable for a strategic, multi-faceted marketing and communications program designed to build and strengthen the organization's role and reputation as a leader and authoritative voice in the field of on-line learning (virtual learning). The Executive Director, Marketing & Communications oversees the creation of program guidelines and policies, implementation process, and quality control for internal communication with staff and students, media activities, national and international marketing, public affairs, contact center operations, community integration, market research, efficacy studies, and special events.

ESSENTIAL POSITION FUNCTIONS:

- Plan, develop and implement programs, activities and functions designed to achieve school goals as directed by the Vice President, Business Solutions
- Develop, manage and evaluate all programs, activities and functions under his/her supervision to ensure their efficient operation and full alignment with school goals and priorities as directed by the Vice President, Business Solutions
- Develop, oversee, and adhere to department-based budget
- Keep the Vice President, Business Solutions informed about current critical issues and about the operational status of areas under his/her control
- Lead the development and execution of a strategic integrated marketing communications plan to support FLVS's mission, goals and objectives
- Lead the development and execution of a comprehensive internal communications program to both staff and students
- Identify opportunities to support FLVS initiatives and develop marketing communications materials and programs to promote and publicize these activities
- Direct the development, implementation and management of all external communications efforts, including strategic media strategies, media interviews, public information requests, contact center messaging and public relations
- Lead the successful completion of targeted marketing campaigns, both direct to consumer and business to business, including print and online materials, social media and broadcast opportunities, and environmental marketing materials
- Build and foster long-term working relationships with various publics of importance, including media, members of the community, public affairs offices, district and state communications offices, and other organizations
- Direct the development of all legislative documents, including the annual legislative brief and topical updates

- Lead the strategic development of the market research program, including trend analysis, competitive information, qualitative and quantitative customer input for course development, and efficacy studies
- Lead and manage assigned direct reports
- Evaluate the Marketing & Communications 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 in Marketing, Communications, Education or related field
- Master's Degree, preferred

Experience:

- Ten years' Marketing and/or Communications experience
- Eight years' progressive experience leading, managing and/or supervising others
- Experience in strategic, high-level senior management responsibilities

Knowledge, abilities and skills:

- Possesses strong leadership and management skills.
- Ability to build strong teams and foster teamwork
- Ability to prioritize tasks and meet operational deadlines in a highly dynamic work environment
- Knowledge of complex efficacy studies
- Solid teamwork and interpersonal skills
- Ability to work with and through people to establish goals, objectives, and action plans
- Ability to provide strategic leadership and address key strategic challenges and opportunities
- Exceptional strong effective verbal and written communication and people skills
- Excellent collaborative, team player with the ability and proficiency at influencing without authority
- Ability to deploy resources and manage multiple projects

CORE COMPETENCIES FOR SUCCESS:

COMMUNICATION SKILLS <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>	CUSTOMER FOCUS <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>
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>

DIRECTOR COMPETENCIES FOR SUCCESS:

LEARNING ON THE FLY <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>	PRESENTATION SKILLS <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>
PRIORITY SETTING <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>	BUSINESS & FINANCIAL ACUMEN <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>
COMPOSURE <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>	DEALING WITH AMBIGUITY <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>

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Location: Remote OR 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.