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**JOB DESCRIPTION: DIRECTOR, FLORIDA SERVICES**

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<b>DEPARTMENT:</b>	Business Development	<b>REPORTS TO:</b>	Chief Business Development Officer
<b>JOB CLASS:</b>	Director	<b>PAY GRADE:</b>	21
<b>EXEMPT STATUS:</b>	Exempt	<b>DATE:</b>	02/21/2012

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***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, Florida Services increases new and existing student course enrollment and geographic course coverage and services offered through the state. The Director works with the Chief Business Development Officer to ensure coordination with Florida Virtual School and other school initiatives. The Director, Florida Services interacts with all departments in FLVS, and plans with the Marketing Department the campaign for the coming school year. In addition, the Director, Florida Services collaborates closely with IT, Curriculum and Instruction to define customer needs and provide the products necessary. The Director establishes and promotes new business opportunities for FLVS within the state of Florida.

**ESSENTIAL POSITION FUNCTIONS:**

- Oversee the development and implementation of the overall strategy to ensure attainment of established goals, inclusive of strategic and tactical sales initiatives
- Develop and maintain accountable productive processes and procedures
- Manage outsourcing functions related to overall operations
- Ensure adherence to established targets for overall operations and to increase student penetration and increase geographic course coverage and services offered
- Oversee and adhere to department budget
- Establish and maintain department metrics and work aggressively to ensure the department meets or exceeds approved goals and objectives
- Oversee customer contract management and maintenance
- Facilitate communication between department staff and customers
- Research and provide direction on product innovation and new product and service offerings; make recommendations to the Chief Business Development Officer
- Keep the Chief Business Development Officer informed about current critical issues and about the operational status of areas under his/her control
- Ensure client satisfaction with FLVS products and services, inclusive of staff performance as it relates to customer service, as measured through client feedback surveys
- Lead and manage assigned direct reports, 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 demonstrates 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 business, marketing, or related field; or equivalent combination of education and relevant experience
- Master’s degree in business, sales, or marketing, preferred

***Experience:***

- Eight years’ significant sales and marketing management and management of complex sales relationships, preferably in the education market
- Five years’ managing remote resources and third party business partners
- Five years’ directly supervising or leading teams

***Knowledge, abilities and skills:***

- Ability to work with and through people to establish goals, objectives, and action plans
- Knowledge of the education marketplace and public education sector
- Knowledge of marketing and sales strategies applicable to a variety of audiences
- Proven ability in facilitating group processes in consensus building, conflict resolution, planning and decision-making
- Demonstrated ability to meet quantitative and qualitative objectives
- Excellent verbal and written communication skills
- Exceptional project management skills
- Ability to function in a team-centric and collaborative atmosphere
- Ability to prioritize, delegate and meet aggressive deadlines in a fast-paced environment

**CORE COMPETENCIES FOR SUCCESS:**

<p style="text-align: center;"><b>COMMUNICATION SKILLS</b></p> <p><i>Clearly and effectively conveys and/or presents information verbally; Shares ideas and perspectives and encourages others to do the same; Writes in a clear, concise, organized and convincing way for the target audience; the message has a distinct beginning, middle and end and is error-free; 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</i></p>	<p style="text-align: center;"><b>INTERPERSONAL SKILLS</b></p> <p><i>Relates well with others; treats others with respect; Shares views in a tactful, considerate 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 in various situations or settings; Fosters an environment conducive to open, transparent communication among all levels and positions; Takes the initiative to get to know internal and external customers; Effectively handles challenging or tension-filled situations</i></p>
<p style="text-align: center;"><b>CUSTOMER FOCUS</b></p> <p><i>Prioritizes customers (internal and external) and their needs as primary; 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;"><b>FUNCTIONAL EXPERTISE</b></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; Approaches problems resourcefully and creatively; actively pursues information related to problems; effectively generates solutions in a timely manner; Embraces and utilizes new technologies; Produces high quality work in organized and timely fashion; Manages time and priorities effectively</i></p>

**DIRECTOR COMPETENCIES FOR SUCCESS:**

<p style="text-align: center;"><b>LEARNING ON THE FLY</b></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;"><b>PRESENTATION SKILLS</b></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;"><b>PRIORITY SETTING</b></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;"><b>BUSINESS &amp; FINANCIAL ACUMEN</b></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;"><b>COMPOSURE</b></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;"><b>DEALING WITH AMBIGUITY</b></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: Remote and/or Orlando VLC (if remote, must reside in Florida)
- Frequency of travel: Frequent travel is required
- 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.*