



Lionheart™
Children's Academy

OPPORTUNITY INVITATION

Vice President, Operations

“Play is the royal road to childhood happiness and adult brilliance.”

- Joseph Chiltern Pearce



Who We Are

Lionheart Children’s Academy is a non-profit Christian organization committed to providing high-quality, affordable early care and education for infant, pre-school, and school-age children on the campuses of communities of faith where unwavering Biblical teaching and Christ-following discipleship are honored and practiced. At Lionheart, children are equipped with a strong and healthy foundation for learning through the Academy’s fun and enriching programs and holistic approach. Currently, Lionheart has 6 academy locations in the DFW metroplex.

Why We’re Different

Lionheart is not simply a “daycare” or an “afterschool program.” Each Lionheart program is intentionally enriching and fun place where every child receives state certified quality care, individualized attention, and opportunities for learning and growth. They excel at these five, key pillars that equip kids for success through childhood and beyond:

- Education
- Nurturing the Whole Child
- Parent Partnership
- Staff Quality
- Fun

[Watch this video about the Lionheart Difference](#)





Lionheart believes in strong foundations, and the laying of those foundations starts early.

The Opportunity

Lionheart Children’s Academy is seeking a ministry-minded individual to serve as the organization’s Vice President, Operations. The VP, Operations leads all Lionheart marketing efforts, enrollment, and high-level management of new Academy launches. S/he will provide the strategic vision necessary to ensure that the organization has the proper operational controls and people-systems in place to effectively grow the organization and ensure its long-term health and efficiency. This position will collaborate with the Vice President, Marketing to create and execute an effective community marketing strategy to meet enrollment growth goals for new launches.

The Vice President, Operations will be instrumental in building brand and “bench” strength for the continued growth of Lionheart and will focus on excellence in operations, people management, and building successful relationships with partner churches. The VP, Operations is part of the Lionheart senior leadership team and reports directly to the President.

Responsibilities

Marketing and Enrollment

- Propose and support high-level marketing initiatives, activities, and campaigns for all channels; expound upon and improve results by developing, driving, and maintaining marketing tactics, initiatives, and programs.
- Drive on-the-ground marketing strategy for new launches including activities such as:
 - Researching local markets for highest visibility.
 - Promoting Lionheart among relevant local businesses, especially places frequented by parents and young children.
 - Developing and maintaining relationships with schools, youth sports programs, churches, and other community partners.
 - Developing new and creative methods for the promotion of Lionheart and Lionheart activities, especially among target students and parent groups.
 - Representing Lionheart at Chamber of Commerce and other key networking groups and community events.

Responsibilities, continued

Marketing and Enrollment, continued

- Actively support and reflect the Lionheart culture to staff and the broader community to advance the Lionheart image, reputation, differentiation, and professionalism.
- Maintain marketing activity report; assist the Creative Services Department in strategy implementation and maintenance as needed.
- Support upcoming marketing events for academies in the community (i.e. open houses, fall festivals, etc.).
- Step in to actively manage and respond to all inquiries on behalf of new academy leaders, effectively translating inquiries to new enrollment.
- Record all incoming inquiries in Lionheart database (Child Care Customer Relations Manager/CRM).
- Invite active leads to visit Academy locations and conduct prospective Lionheart parent visits; engage in post-visit follow-up communications to answer questions and pursue enrollment.

Operations

- Manage multiple new academy launch sites; prepare for classrooms, office, “licensing make ready” and all other expenses; present preparation details to President/COO for approval.
- Ensure contracts/plans are in place for academy infrastructure and routine maintenance, including the copier, cleaning, sharing of utilities, pest control, and other services.
- Conduct CRM database audit, ensuring current/prospective Lionheart families are contacted and data is current.
- Coordinate with the National Office in a timely manner to ensure all marketing materials are available on Day One of enrollment tours.
- Ensure final launch checklist is completed prior to opening, ensuring that essentials such as food, milk, and basic supplies are available on launch day.
- Implement Lionheart policies and procedures, ensuring that quality, developmentally-appropriate programming is established in new academies.
- Exercise independent judgment and decision-making authority as delegated including budgets, policies, procedures, systems, and any new program that would keep Lionheart profitable and on the cutting edge of Early Education and Care.
- Monitor academy financial reports and statements to ensure all financial goals and objectives are met.

Responsibilities, continued

Operations, continued

- Maintain an accurate accounting of each new launch's operation to review with academy leaders and President / COO monthly; develop plans for improvement for underperforming academies.
- Serve as the liaison between the National Office and new academy staff and ensure the adequate flow of information in both directions.

People Management

- Collaborate with the Talent Management Department to hire director-level leaders for new launches.
- Oversee the interview process and schedule the new employee orientation/training for all levels at the academy.
- Train and develop directors during launch and through the first year of service to ensure high-quality leadership and employee satisfaction.
- Manage academy leaders while displaying an entrepreneurial "hands on" leadership approach.
- Communicate clearly, fairly, and honestly, treating all employees with dignity and respect concerning performance expectations, productivity, and accountability; ensure directors model the same behavior with their own teams.
- Lead new academy leaders with a resilient commitment to creating and maintaining a workplace culture that reflects the Lionheart mission, vision, and culture.
- Promote and support good working relationships for new academy leaders with existing academy leaders for resourcing, encouragement, and best practice reinforcement.
- Build strong collaborative teams aligned with the organization's goals and values.

Church Relations

- Build and sustain solid relationships with key church leaders, representing Lionheart in its relationships with the church as well as the broader Christian community.
- Ensure church satisfaction.
- Ensure the delivery of church floor plans and forms needed for regulatory paperwork; provide items to the Director of Operations/Launch Specialist in a timely manner.
- Facilitate communication between church and Lionheart.

Key Candidate Characteristics

Success Factors & Competencies

One of our organizational principles is to define corporate, academy, and individual goals to maintain a united focus on the vision and mission of Lionheart and to ensure all employees have a clear picture of success for their specific position. The critical success factors for this role include:

- Promote and maintain the vision and mission of Lionheart.
- Model Lionheart’s culture and adhere to best practice.
- Meet marketing and enrollment goals.
- New launch success (financial, staff engagement, parent/child /favorable church referrals).

The skills necessary to execute the requirements of this role are:

- Organization and time management
- Professionalism
- Networking and relationship management
- Multi-site management
- Excellent written and verbal communication
- Marketing Early Education and Care Centers
- Attention to detail
- Knowledge of state licensing and laws governing children’s care and academies
- People management skills
- Social media/tech/computer skills

Qualifications

Background, Experience, & Education:

- Bachelor’s Degree in Early Childhood Development/Child Development or related field or Business/Marketing Degree with experience as noted below.
- Relevant experience in the Early Education and Care industry with increasing responsibility including multi-site operations/management; at least five at a senior level position.
- Extensive experience marketing centers in the Early Education and Care industry.

For more information or to apply for this position, please contact:

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