

**PROGRAM MANAGER I
INTERNATIONAL RECRUITMENT and OUTREACH**

DEFINITION

Responsible for the direct recruitment and marketing of international visa students by representing Glendale Community College with local organizations and language schools; overseas education agencies and exhibitions; U.S. non-profit organizations and consulates – both in the United States and globally. The incumbent must be available for “seasonal” overseas travel as required. The Program Manager/Director currently receives a “continuing term” two-year contract - renewable by the Board of Trustees and upon satisfactory recruitment for the program. The International Student Program serves a diverse group of students who are pursuing degree/language studies on the “F-1 visa” non-immigrant category.

SUPERVISION RECEIVED AND EXERCISED

This position is in the Student Services unit and reports directly to the Dean of Student Services.

EXAMPLES OF DUTIES

Recruits international visa students by representing Glendale Community College with local organizations and language schools; overseas agencies/companies, along with non-profit organizations and government embassies/consulates in the United States and abroad.

Maintains contacts with business, professional, and social organizations; language schools, universities and consulates for direct outreach and marketing initiatives for the program.

Develops and maintains an off-campus housing assistance program which may include liaison functions with a “host family” placement company (or, “homestays”); rental units/apartments, and/or local guest housing arrangements.

Develops promotional and recruitment materials, correspondence, advertisements, web-page, content, international application packets both in print/hard-copy and electronic formats.

Works with the International Student Program staff and counselors in the implementation of International Student Program activities such as new student orientation, campus tours, international student club events and other programming activities.

Plans and implements outreach programs, travel and events designed to recruit students; locally and overseas functions.

Represents the college in community and professional events related to the International Student program.

Assists directly with international students admissions processing and application evaluation, follow-up correspondence, enrollment counseling and advising.

Creates and maintains a system for International Student program reports which include student recruitment and program data for purposes of “tracking” and yield/outcomes.

Creates and maintains a system for timely follow-up on student inquiries, applications, agency requests and community contacts/resources.

EXAMPLES OF DUTIES (continued)

Keep abreast of College programs, curriculum, along with U.S. immigration laws (DHS SEVIS system) and regulations as they pertain to successfully enrolling international students.

Develops an annual and bi-annual recruitment/marketing plan in conjunction with program's budget allocations and fiscal year District funding.

Assists with special projects and performs other duties as assigned and deemed appropriate.

QUALIFICATIONS

Knowledge of:

Ability to:

EMPLOYMENT STANDARDS

Minimum Requirements:

Education:

A Master's degree that meets the minimum qualifications for a community college faculty position.

Experience:

Desirable Requirements:

At least three to five years of successful, proven and relevant experience relevant to working with international higher education programs including implementation of recruitment strategies and enrollment management. Understanding of current industry trends, global events and immigration law is critical.

Demonstrated ability to work effectively with community and business organizations, language schools, consulates and overseas agencies.

Demonstrated experience, commitment and understanding of the needs, expectations and issues relevant to working with diverse student and community populations.

Knowledge of the philosophy and objectives of the California community colleges and international student programs.

Knowledge of computer software tools and internet technology to facilitate program objectives.

Personal characteristics that ensure effective recruitment and working relationships with college faculty, staff, students and the public.

Bilingual or multilingual/multicultural abilities highly desired, along with exposure to overseas living or travel.