

TITLE: Coordinator, International Student Outreach

CLASSIFICATION: Classified

SALARY GRADE: C12

SCOPE OF POSITION:

Plans and conducts international student recruitment activities. Develops and implements international branding and marketing campaigns for the District. Develops and maintains global relationships. Supports the development and maintenance of relationships with international and domestic partners and conducts on-going training for educational advising agency partners.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Coordinates data informed recruitment decisions, with the overarching goal of increasing international student enrollment and diversity. Analyzes and interprets international demographic trends and global events that impact international student mobility. Plans and implements international enrollment management strategies for the District.
2. Expands existing student recruitment markets and develops new markets. Serves as a District representative and liaison internationally. Creates an annual recruitment plan guided by the institution's mission, vision, values, and goals.
3. Develops, implements, and monitors institutional processes for establishing new and existing international partnerships. Plans and presents virtual training events.
4. Coordinates contractual agreements with and evaluates the effectiveness of third-party recruiters, educational counselors, and organizations in enrolling international students.
5. Develops, designs and publishes digital and print resources, including film and social media.
6. Presents international program services. Establishes relationships by presenting and exhibiting at international conferences, symposiums, and workshops.
7. Coordinates hosting for groups of international visitors or delegations on campus.
8. Serves as Designated School Official (DSO) approved by Department of Homeland Security (DHS) to issue immigration documents and grant immigration benefits to students in F-1 Visa status.
9. Interprets immigration rules and advises international students. Advises students on F-1 Visa status regarding employment, reinstatement, and travel.
10. Plans and executes new student orientations and workshops regarding scholarships, employment opportunities, and other events.
11. Participates in the development and implementation of the onboarding process, completion of success steps and conducts follow ups with current international students.
12. May supervise and direct the work of student employees.
13. May serve as lead worker to short-term, non-continuing (STNC) employees in the area.

KNOWLEDGE OF:

1. Recruitment and marketing techniques related to higher education opportunities for international students.
2. Federal regulations governing non-immigrant students.

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KNOWLEDGE OF – Continued

3. Relevant local, state, and federal rules and regulations, programs, policies and procedures.
4. International travel requirements.
5. Applicable technology usage, including standard office productivity software and other appropriate technology.

ABILITY TO:

1. Work independently with minimal supervision.
2. Develop effective recruitment programs.
3. Plan and give presentations to individuals and groups.
4. Understand the needs of and work effectively in a multicultural environment.
5. Interpret and explain federal regulations as they apply to F-1 student visa holders.
6. Remain current on international market trends.
7. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.
8. Communicate effectively, both orally and in writing.
9. Exercise appropriate judgement in interactions with others and with work processes.
10. Interact with the public in a helpful, courteous, and friendly manner.
11. Demonstrate sensitivity to, and respect for, a diverse population.

QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by the supervising administrators, in coordination with the department where the vacancy exists, if needed.)

EDUCATION:

Bachelor's degree in international relations, communications, marketing or a closely related field of study required.

EXPERIENCE:

3+ years of increasingly responsible experience providing international student services and prior experience coordinating outreach programs required.

OTHER REQUIREMENTS:

- Ability to secure passport for international travel. Must be a U.S. citizen or permanent resident. May travel occasionally out of country independently or with management for periods of up to three weeks. Occasional travel may happen once a year or every other year.
- This classification requires the use of a personal or District vehicle while conducting District business. Must possess a valid (Class C) California driver's license and an acceptable driving record.

SANTA ROSA JUNIOR COLLEGE COMMITMENT:

All classifications require a commitment to the District's Vision, Mission, Values, Goals and Objectives as articulated in the [Strategic Plan](#).