



**DIRECTOR, INTERNATIONAL STUDENT RECRUITMENT AND PARTNER RELATIONS**

**DEPARTMENT:** International Education

**COLLEGE:** Foothill

**SALARY GRADE:** [A2/A3 - H](#)

**POSITION PURPOSE:**

Reporting to the Dean, International Education this position is responsible for planning and implementing international enrollment management strategies for both Foothill and De Anza Colleges. These strategies will ensure international enrollment growth, diversity, and an increasing non-resident revenue stream.

**NATURE and SCOPE:**

The Director will plan and conduct intensive overseas student recruitment activities requiring 5-6 months per year of international travel involving complex itineraries, frequently in mainland China, and often in challenging environments; develop and maintain a wide range of high-level external international relationships with entities such as the owners and directors of international and private high schools around the world, EducationUSA, U.S. ambassadors and consular officials around the world, foreign governments and corporations, and past and prospective students and their families; and, develop and maintain relationships with and conduct on-going training for the owners and counselors of more than 400 educational advising partners or agents located in more than 50 countries.

**KEY DUTIES and RESPONSIBILITIES:**

The following duties and responsibilities are typical but not limited to the following:

1. Working closely with the Dean of International Education, and the Director, International Student Recruitment and Marketing, plan and implement international enrollment management strategies for Foothill-De Anza Community College District (FHDA), which ensure international growth and diversity.
2. Develop and maintain relationships with external entities in the United States and abroad which enhance FHDA's ability to attract quality international students such as parents and potential students, officials of U.S. and foreign governments, international organizations and educational institutions, and educational advising partners or agents.
3. Plan and conduct lengthy recruitment travel overseas multiple times each year for periods as long as a month at a time in all parts of the world but with a particular focus on various regions of mainland China, and sometimes in parts of the world which present very challenging and quickly-changing logistics and political environments.
4. Work closely with the Director, International Student Recruitment and Marketing to coordinate international marketing and recruitment activities between Foothill College and De Anza College.
5. Coordinate program planning and develop and enhance external relationships and overall marketing/recruitment activities.
6. Seek guidance from the Dean of International Education, Vice Presidents, College Presidents, the Vice Chancellor for Business Services and the Chancellor on complicated issues regarding college or district-wide issues, or institutional politics.
7. Work closely with the Dean of International Education, the Director, International Student Recruitment and Marketing and the Supervisor of International Student Programs, Foothill to set seasonal recruitment goals, to develop marketing and branding strategy, and to determine the assignment of recruitment activities to the individuals doing recruitment travel.

## **EMPLOYMENT STANDARDS**

### **Knowledge of:**

1. International admissions.
2. Good business practices.
3. Thorough knowledge of F-1 visa immigration regulations, and Department of Homeland Security/SEVIS regulations, and of federal regulations relating to international students.
4. Comprehensive knowledge of foreign educational systems.
5. Information systems (i.e. Ellucian Banner) and FSAAtlas.

### **Skills and Abilities:**

1. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Experience with crisis management.
3. Strong intercultural and interpersonal communication skills: strong relationship management skills.
4. Extensive experience managing programs involving complex multi-cultural issues within large organizations.
5. Extensive experience with enrollment management and planning and conducting extensive international recruitment.
6. Highly independent decision making to respond both to changing and difficult circumstances that may arise while traveling, and to a variety of business opportunities that might present themselves while abroad.

### **Education and Experience:**

1. Master's Degree or equivalent.
2. Eight (8) years related work experience with at least four (4) years doing extensive international recruitment in the higher education sector.
3. Significant experience working with overseas educational advising partners or agents.

### **Preferred Qualifications:**

1. Fluency in Mandarin.
2. Experience living and working abroad.

## **WORKING CONDITIONS:**

### **Environment:**

1. Typical office environment.
2. Must be able to travel overseas independently for periods of up to one month at a time multiple times a year.

### **Physical Abilities:**

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Vision sufficient to read various materials.
4. Sitting for extending periods of time.
5. Bending at the waist.
6. Lifting and carrying objects up to 50 lbs.

Date Approved: October 2013

Ed Code: H-11

Creditable Service: PERS

