DIRECTOR, INTERNATIONAL MARKET DEVELOPMENT AND STUDENT EXPERIENCE

DEPARTMENT: International Education
COLLEGE: Foothill
SALARY GRADE: A2/A3 - H

POSITION PURPOSE:

Reporting to the Dean, International Student Programs, the Director, International Market Development and Student Experience strategizes, directs and manages the expansion of existing student recruitment markets and development of new markets overseas through technology and digital media strategies. This position will lead a complex, multi-faceted effort to formulate and successfully assimilate new and emerging technologies, including social media platforms, into a comprehensive plan for the successful recruitment of a diverse group of international students into the Foothill-De Anza community.

This position is also responsible for leading the development and implementation of enhanced student experiences on both the Foothill and De Anza College campuses through efforts such as ambassador and mentorship programs, and student events. In furtherance of this goal, this position is expected to capture and disseminate relevant stories of the Foothill-De Anza international student experience. The use of evolving and current technologies and platforms, including digital and social media, are used to communicate digital impressions of a robust and engaged Foothill-De Anza community of students and alumni.

NATURE and SCOPE:

This position reports to the Dean of International Student Programs, Foothill College, and works collaboratively with the Director of International Student Recruitment and Marketing and Director of International Student Recruitment and Partner Relations. The Director of International Market Development and Student Experience will expand the reach of international recruitment through the use of technology, including social media platforms. The position will explore and implement the most effective technology tools in key international markets. The position will work with the international student offices at both Foothill College and De Anza College to enhance, capture and disseminate through a variety of platforms, including digital and social media the experience of international students on both campuses.

KEY DUTIES and RESPONSIBILITIES:

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

1. Analyze and understand international markets to develop customized technology and social media platforms aimed at expanding the reach of marketing for international students in key markets.

2. Provide vision and leadership in bridging international marketing and student recruitment gaps.

3. Develop a strategic communication plan.

4. Create and disseminate effective multi-media materials and content for dissemination through social and other media portals throughout the world, with the dual goal of diversifying and expanding the international student body at both Foothill and De Anza Colleges.

5. Interpret analytical data in order to develop and implement strategies to optimize the overall marketing plan.

6. Develop workshops, program activities, and support services to enhance student experience and success on the two campuses.

7. Envision and develop initiatives, such as mentorship programs, to promote cross-cultural exchange between domestic and international students.
8. Manage relations and work collaboratively with various constituents within the Foothill College and De Anza College communities to enhance communication between potential international students, partners in international markets, alumni, and current students on the Foothill and De Anza campuses.

9. Work collaboratively with the Foothill College and De Anza College communities to enhance the student experience on both campuses.

10. Plan and conduct strategic visits to international markets for the dual purpose of recruitment and implementation of marketing strategies.

EMPLOYMENT STANDARDS

Knowledge of:

1. Social and digital media platforms and practices in international markets such as China and India.
2. Media analytics and optimization strategies.
3. Online and other digital marketing channels.
4. Tools such as graphic design and animation technology.
5. Web design and web development.

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. Excellent written and oral communication skills, with particular skill and experience in successful content development for web and social media.
3. Interest in working in a dynamic and creative setting.
4. Sensitivity to and interest in developing skills to remain current with emerging trends in information dissemination.
5. Demonstrate 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.
6. Sales, marketing and event planning skills.
7. Knowledge of diverse markets for international student recruitment.
8. Organizational, time management, and problem solving abilities.
9. Handle difficult and sensitive issues and problems and resolve conflicts.
10. Prioritize workload and conflicting demands.
11. Demonstrate presentation skills.

Education and Experience:

1. Bachelor's degree in communications, marketing, business, new media, journalism or public relations or equivalent training and experience.
2. Three (3) to Five (5) years related work experience.

Preferred Qualifications:

1. Master’s degree.
2. Fluency in multiple languages.
3. Prior work experience in an educational setting.
4. Demonstrated understanding of diverse cultures.

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 30 lbs.

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