



Assistant Director, Marketing and Recruitment - INTO CSU

Educational context

INTO CSU is a joint venture that was formed through a partnership between Colorado State University in Fort Collins, Colorado and the British corporation INTO University Partnerships (INTO) of Brighton, England. INTO University Partnerships (IUP) is an organization working in partnership with leading US and UK universities and investing in the development of world-class international student centers. It specializes in preparing students for undergraduate and postgraduate study in the US and the UK.

INTO CSU welcomes international students to programs that are aimed at helping them develop English-language competence for both academic and general purposes. It also provides international students with a pathway year of CSU degree-program coursework that results in the students entering directly a CSU undergraduate or graduate degree program.

Reflecting departmental and institutional values, candidates applying for an INTO CSU assignment are expected to have the ability to advance INTO CSU's commitment to diversity and inclusion. In addition to integrity and ethics, the INTO CSU Assistant Director, Marketing and Recruitment will be expected to uphold:

- CSU Principles of Community—Inclusion, Integrity, Respect, Service and Social Justice;
- INTO Values—Purpose, Passion, Partnership, Pride and Performance;
- INTO Professional Competencies—Communication, Teamwork, Customer & Student Focus, Role & Performance Focus, Solution & Ideas Focus, Managing People, as well as Developing People.

Reporting line

This position will report directly to the INTO CSU Executive Director, with an operational reporting line to the INTO North America Director of Recruitment Strategy, Partner Initiatives.

Job overview

The individual in this position oversees the successful recruitment of eligible students to Colorado State University via direct-entry or through INTO CSU, and s/he is responsible for maintaining ethical recruitment standards, representing the University's and INTO North America's interests. The individual in this role is also expected to continuously strive to improve operational systems, processes and policies in support of CSU's internationalization goals as they relate to the recruitment and admission of international students.

Further, the individual in this position, in alignment and/or jointly with CSU, will lead the strategic planning for and execution of international recruitment and marketing plan to drive international student enrollment to CSU and the INTO CSU programs. This individual will be charged with developing and executing a comprehensive recruitment and marketing plan targeted at building brand recognition in key

markets across the world thereby driving demand from students seeking educational experiences in the U.S.

The key metrics of success for this role will be measured by meeting the international enrollment targets developed through the INTO CSU strategic plan and the INTO CSU partnership. This position will utilize an extensive network of on- and off-campus resources including alumni, government organizations, institutional partners, key faculty contacts, INTO's global recruitment network as well as INTO's regional offices to assist in this effort. This position will work closely with the University's Office of International Programs and International Admissions, the INTO CSU Executive Director; and the INTO North America VP of Recruitment and VP of Marketing to develop the strategy and to drive recruitment of international students for CSU and INTO CSU.

Key accountabilities and duties

This is a valued role in a growing, dynamic organization, so the responsibilities of this position may change and develop over time, but will include the following:

- Develop a comprehensive recruitment and marketing plan which includes participation in global recruitment activities such as exhibitions, seminars, alumni events, etc. to build the CSU brand globally and drive international enrollments across all programs.
- Establish country-by-country strategies in coordination with INTO regional offices to reach recruitment goals in particular countries and regions.
- Develop best practices for CSU and INTO CSU international recruitment and actively work to promote a diverse international student population.
- Contribute to the recruitment of direct-entry students to CSU through the various channels and serve as primary point of contact to answer questions from Regional Office, INTO Direct Entry team and agents as well as develop and improve processes to support INTO CSU participation in the direct entry initiative at CSU. More specifically, this will include (but not limited to):
 - Working closely with CSU to support the overall university strategy for international student recruitment, but also attending and managing the needs of those that are INTO-sourced students.
 - Fielding questions from the regions in connection to CSU programs.
 - Supporting/Developing marketing strategies of CSU in connection to the recruitment of direct-entry students.

Use analytical methods to identify recruitment and advertising opportunities and frequently update appropriate staff with regards to progress towards goals and centers enrollment numbers.

- Responsibility for the line management of the Marketing and Communications Specialist (MCS). With that manage and oversee the MCS during the annual brochure production process to ensure accuracy in representing INTO CSU and university programs/services
- Responsibility for the joint management (with the China team) of the CSU representative in China.
- Travel extensively throughout the world to promote CSU and its academic and language programs. Support recruitment efforts by INTO University Partnerships' regional offices.
- Manage the center's annual marketing and recruitment budget and provide regular reports showing progress against recruitment goals.
- Cultivate and maintain solid, loyal relationships with US-focused recruitment channels including education counsellors, government organizations and sponsoring organizations, feeder institutions, articulation partners, etc.
- Provide on-going training, support and detailed program knowledge to external marketing and recruitment partners. Support global partners at promotional events in order to accurately represent CSU program offerings.
- Act as primary contact point and resource of in-depth knowledge for INTO's regional offices regarding all facets of CSU and INTO CSU programs.



- Provide on-going training, updates and support to IUP's regional office staff and global recruitment network.
- Manage INTO CSU scholarships and the scholarship budget.
- Collaborate with INTO North America's Marketing Communications staff and Recruitment Directors in the development of recruitment marketing materials and tools to drive enrollment to CSU programs.
- Identify new product opportunities.
- Work closely with the CSU International Admissions team to ensure that accurate information about programs, requirements and admissions processes are communicated to potential applicants and IUP Regional offices.
- Manage and execute a conversion strategy to maximize enrollment yield and mitigate melt, working with INTO North America and regional offices to follow up on offer holders and prepare confirmed students for arrival and orientation.
- Work with faculty, staff, and organizations across the CSU campus to develop an international recruitment plan by collaborating on recruitment travel, events and activities together.
- Other duties as assigned.

Key Metrics of Success

The key metrics of success for this role will be measured by:

- Meeting the international enrollment targets established for the recruitment of international student to CSU and INTO CSU
- Managing the marketing and recruitment budget
- Managing the scholarship budget effectively
- Successfully raising the brand of CSU through high-quality, targeted marketing
- Leading and maximizing the performance of the INTO CSU marketing and recruitment team

Location

This position is located at Colorado State University in Fort Collins, CO.

Salary

This is a permanent full-time position. Salary will be commensurate with experience. Comprehensive benefits package included.

Qualifications

Minimum:

- Bachelor's degree, preferably in marketing, communications, business international relations, or related area
- 3 years of experience recruiting international students to attend academic and/or other programs in a US setting
- Strong oral/written communication and interpersonal skills, and high degree of professionalism
- Experience developing and implementing a high-level recruitment and marketing plan
- Ability to implement new services and programs while maintaining existing services and programs
- Demonstrated ability to lead complex projects to completion
- At least 3 years of experience managing teams or individuals
- Demonstrated administrative experience including budget and financial management processes, public relations, strategic planning, policy formation, and supervision
- Highly collaborative; proven record of results-based leadership



- Proficiency in working with information systems
- Experience in a leadership role within a fast-paced environment
- Solid / effective staff management skills
- Strong analytical and decision-making skills
- Demonstrated ability to handle difficult or sensitive situations
- Eligibility to work in and travel freely to and from the U.S. and INTO University Partnership's Global Office's and locations

Preferred:

- Master's degree
- Experience working in a US university setting
- Experience living, working or studying outside of the U.S.
- Experience with Salesforce or equivalent CRM/database system
- Demonstrated skills in planning, prioritizing, and leading central initiatives
- Experience with public/private partnerships
- Demonstrated commitment to advancing diversity and equity

How to apply

To be considered for this position, please click the link below to submit the following in PDF format in one single document:

1. Cover Letter
2. Resume
3. Three letters of professional references with full contact information (phone numbers and email addresses).

NOTE: ONLY COMPLETE APPLICATIONS WILL BE CONSIDERED.

Link to apply:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=784f8d56-cd0b-4d3e-a1ac-d483f8f0a37e&cclid=19000101_000001&jobId=52815&source=CC2&lang=en_US

Please apply by **July 5, 2019**

INTO University Partnerships provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. INTO University Partnerships complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities.

Colorado State University does not discriminate on the basis of race, age, color, religion, national origin or ancestry, sex, gender, disability, veteran status, genetic information, sexual orientation, or gender identity or expression. Colorado State University is an equal opportunity /equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and Colorado State laws, regulations, and executive orders regarding non-discrimination and affirmative action. The Office of Equal Opportunity is located in 101 Student Services.

Colorado State University is committed to providing a safe and productive learning and living community. To achieve that goal, we conduct background investigations for all final candidates



Colorado State University

being considered for employment. Background checks may include, but are not limited to, criminal history, national sex offender search and motor vehicle history.