



<b>POSITION TITLE</b>	University Relations Manager, U.S. West
<b>DEPARTMENT</b>	Member Relations
<b>REPORTS TO</b>	Director of Member Relations, West
<b>FLSA STATUS</b>	Exempt
<b>LOCATION</b>	Regionally based in the United States
<b>DATE</b>	July 2019

## ABOUT ISEP

ISEP is a non-profit organization dedicated to helping students overcome the financial and academic barriers to international experiences: studying, interning and volunteering. Through ISEP, students build real connections and gain a true understanding of what it is like to live in another culture, thereby developing inter-cultural competencies and a global outlook.

Since our founding in 1979, we have become the largest global membership network for student mobility in the world, with 335 member universities in 55 countries.

## POSITION SUMMARY

The University Relations Manager is responsible for working with ISEP member institutions to increase student mobility on ISEP Exchange and Direct study abroad programs, and ISEP internships. The University Relations Manager serves as the primary point of contact for coordinators and other contacts at institutions in their designated region and works closely with member institutions to uphold ISEP membership standards and ensure quality program delivery.

The University Relations Manager is also responsible for direct engagement with students to generate interest and recruit for maximum participation in ISEP study abroad programs. The position focuses on promoting ISEP brand awareness with student organizations, international office staff, and career services staff on campuses with high potential for participation in ISEP programs.

## PRINCIPAL RELATIONSHIPS

External: Students at member institutions, ISEP Coordinators, and other contacts at member institutions. Internal: Vice President for Member Relations, Member Relations Directors, Student Advisors, Student Services Coordinators, Program Assistant, and Marketing Team.

## KEY JOB RESPONSIBILITIES

- Serves as primary point of contact for ISEP Coordinators from members in designated regions regarding student recruitment and issues that affect membership standards. Develops initial mobility plan with institution and provides initial coordinator training, plus continuing re-education on ISEP processes
- Develops and implements a student recruitment strategy for institutions within a specified portfolio to meet defined participant numbers and revenue targets. Visits institutions, hosts ongoing webinars, attends study abroad fairs and other events, initiates direct contact with and advises students to increase applications for participation in ISEP programs
- Works strategically with member universities on student recruitment through international programs office, career services and other relevant offices on campus; determines student nomination numbers in collaboration with coordinator semi-annually
- Regularly reports on engagement at institutions within region and provides periodic progress reports on meeting goals and targets. Tracks institutional and student engagement in the CRM.
- Ensures member familiarity with and adherence to ISEP health and safety protocols and develops regional health and safety plans. Responds to health and safety emergencies in the designated regions, when escalated, by facilitating communications among all stakeholders and working with partners to resolve issues
- Engages with university members regularly and strategically to ensure ISEP is meeting their needs effectively. Accountable for member satisfaction levels
- Develops and analyzes market information about competing programs to inform program development
- Identifies new business development opportunities and collaborates with regional Director on implementing an action plan

## OTHER RECURRING DUTIES

- Collects, reviews, and edits membership profile and manages program information in ISEP's enrollment management system and on the website
- Develops advising and promotional tools for coordinators based on knowledge of network needs and promotes the ISEP brand to the campus community via social media and on-campus collateral presence and activities
- Supports initiatives to strengthen program delivery and student satisfaction for inbound students at member institutions in the regional portfolio
- Provides feedback to Communications & Marketing Department to ensure that messages and collateral are meeting student needs and to inform promotional campaigns
- Creates and maintains internal member profiles, tracking campus-specific international mobility trends, program portfolios and student groups
- Conducts site visits to ISEP member institutions, and participates in and presents at conferences and events
- Leads special projects related to departmental and organizational initiatives, including evaluating internal and external policies and procedures to increase member satisfaction levels

## TRAVEL

The position involves travel to current and prospective members to reinforce the ISEP brand, establish strong working relations with member institutions and recruit students for ISEP study abroad programs. Additionally, the University Relations Manager represents ISEP at local and industry meetings and conferences to build ISEP brand awareness with relevant parties. Travel for the position is seasonal in nature, and may constitute 20-80% of work time, depending on the time of year. Summer/Winter: 20%, Spring/Fall: 50-80%.

## REQUIRED QUALIFICATIONS

- Bachelor's degree
- 3-4 years of work experience in international higher education, international programs management, or related areas
- Travel, study and/or work experience abroad
- In-depth understanding of the U.S. higher education system, and knowledge and experience working with cultures and higher education institutions outside of the United States
- Excellent verbal and written communication, strong customer service and student relations skills
- Experience organizing and hosting student events
- Proven record of effective engagement with stakeholders at all university administration levels
- Experience articulating and executing a recruitment strategy
- Ability to define and conduct market research, and to collect and interpret data to inform program development
- Understanding of how to effectively market an organization's brand with pertinent populations
- High proficiency in the use of social media in a professional context
- Ability to travel up to 20% to 80% time, depending on seasonal demand, including overnight travel and other more extensive trips. Willingness to work non-traditional hours.
- Must hold a valid U.S. driver's license and have the ability to drive for several hours at a time

## DESIRED ADDITIONAL QUALIFICATIONS

- Experience with student advising and/or counseling
- Experience with program improvement incorporating the needs of diverse stakeholders
- Commitment to education and personal belief in the power of bilingualism, cultural competency, global citizenship and how study abroad is integral to achieving these objectives

## HOW TO APPLY

Qualified applicants are encouraged to submit a cover letter, resume and salary expectation to: [careers@isep.org](mailto:careers@isep.org) with the subject line: "University Relations Manager, U.S. West."  
Application deadline: May 19, 2019.

ISEP is an equal opportunity employer. We strongly support diversity in the workforce.