
Job Title	Assistant Director for International Recruitment
PVN ID	LE-1908-003242
Category	Managerial and Professional
Location	LEHMAN COLLEGE
Department	Office of International Programs and Com
Status	Full Time
Salary	Depends on qualifications
Hour(s) a Week	35
Closing Date	Oct 19, 2019 (Or Until Filled)

General Description

General Description of Duties and Responsibilities

Reporting to the Executive Director of International Programs and Community Engagement at Lehman College, the Assistant Director of International Recruitment will develop and execute an international recruitment plan and implement best practices. Setting priorities in a timely and efficient manner, the Assistant Director will also assist the Executive Director as needed.

Herbert H. Lehman College, The City University of New York

Located in the storied and resilient borough of The Bronx, Lehman College reflects the rich diversity that characterizes CUNY and the City of New York. The College serves more than 15,000 undergraduate and graduate students across 140-degree programs, plus 13,000 students in certificate and workforce development programs. Over fifty percent of Lehman undergrads have household incomes of less than \$30,000; 80 percent are students of color; and 45 percent speak a language other than English at home. Nearly seventy percent are female and the median age is 25. The National Bureau of Economic Research and the Equality of Opportunity Project recently ranked Lehman as third in the nation for its role in moving large numbers of low-income students into the middle class and beyond in a borough it previously called “among the worst counties in the U.S. in helping poor children up the income ladder.” Among Hispanic Serving Institutions (HSIs), the American Council on Education (ACE) has ranked Lehman as No. 1 in the nation for upward mobility. We are also one of only four public colleges in the nation that belong in the top 25 of “low-debt/high-income schools.” Lehman has set its sights on becoming the top contributor to educational attainment in the Bronx. We seek to double, from 45,000 to 90,000 the number of high-quality degrees and credentials that Lehman students earn between 2015 and 2030. To do so, we are relying on data analytics to inform student advising, strategically addressing bottlenecks, implementing course redesign using technology, implementing experiential learning projects, frictionless transfer pathways, and public-private partnerships, and leveraging

operational efficiencies to expand access to services that promote mental health and wellness, and emergency grants and services to help deal with housing and food insecurity, both of which are growing challenges at Lehman and other campuses across the state and country.

Other Duties

Duties include, but are not limited to:

- Assist in identifying local and global markets and partner programs and/or institutions and develop a recruitment plan to grow relationships with these programs.
- Participate in enrollment activities, including: open houses and information sessions; international, national, and regional recruiting events; new student orientation; school visits etc.
- Develop informational materials and facilitate information sessions both on campus and virtually to inform prospective students about all aspects of the college and the application/admission process.
- Demonstrate knowledge and deep understanding of international education systems and educational credentials.
- Provide expert knowledge of F-1/J-1 visa process and I-20 rules and regulations.
- Work in collaboration with Enrollment Management and Student Affairs to provide the best possible service to students.
- Provides pre-admissions counseling for in-house applicants as well as on the telephone and through e-mail.
- Recruit international students into the intensive non-credit ESL program in the School of Continuing and Professional Studies, working closely with the SCPS administration to identify and meet recruitment goals.
- Work closely with the School of Continuing and Professional Studies to transition students from ESL programs into degree programs.
- Work in collaboration with the Office of Media Relations in the development of marketing materials, advertising initiatives, lead generation programs, and social media plans in support of international recruitment.
- Develop multi-channel strategies to break into new markets as well as increase applications in existing markets.
- Develop strategic communication plans and maintain strong relationships with prospective students, parents, agents and other stakeholders.
- Provide periodic reports as needed regarding international recruitment efforts and impact on college enrollment goals.

Qualifications

- Bachelor's Degree required with 4 years of progressive professional experience in international admissions or education with an emphasis on student recruitment.
- In-depth expert knowledge of F-1/J-1 visa process and I-20 rules and regulations
- Proven track record of international recruitment, including breaking into new markets as well as

relationship-building.

- Strong intercultural communication skills and an ability to effectively communicate with international students, parents, and educators.
- Knowledge of best practices in international student services.
- Excellent presentation and group facilitation skills.
- Strong writing, verbal and interpersonal communication skills.
- Ability to work independently and with a team.
- Must have a driver's license