

Job Title: Sr. Admissions Counselor (International Marketing)

Req ID **38866** - Posted **09/10/2019** - **International Admissions (60004650)** - **Main Campus** - **Full-Time Staff**

The University of Cincinnati serves the people of Ohio, the nation, and the world as a premier, public, urban research university dedicated to undergraduate, graduate, and professional education, experience-based learning, and research. We are committed to excellence and diversity in our students, faculty, staff, and all of our activities. We provide an inclusive environment where innovation and freedom of intellectual inquiry flourish. Through scholarship, service, partnerships, and leadership, we create opportunity, develop educated and engaged citizens, enhance the economy and enrich our University, city, state and global community.

The **International Admissions Office is looking for a Sr. Admissions Counselor** who will focus on International Marketing. This position will support the University's mission and commitment to excellence and diversity in our students, faculty, staff and all other activities.

Description: The selected candidate will join a UC International Admissions team of eleven full-time professionals dedicated to recruiting international students to attend the University of Cincinnati. UC International is the university-wide unit, within the Office of the Senior Vice President for Academic Affairs & Provost, for serving international students and scholars, education abroad students, as well as the development of the university's international strategic planning. The position will report directly to the Associate Director of International Admissions.

Duties and Responsibilities:

- Develop communication and content in support of UC International's goals via print, email, web and social media; ensure that content is organized, clear, consistent, and meets university branding standards and UC International messaging objectives.
- Develop comprehensive editorial calendar to regulate the messaging of International Admissions; consult with the International Admissions staff regarding their communications objectives; create content that fulfills these objectives.
- Draft and execute copy for web and print publications, including email, newsletters, reports, articles, presentations or news releases; contribute to publication copy by incorporating results of interviews and/or research.
- Communicate on behalf of the International Admissions Office to market programs, provide information, manage relationships, and facilitate communications.
- Execute communication strategies on appropriate social media channels.
- Monitor and evaluate effectiveness of produced content.
- Meet with prospective students and their parents; respond to phone and written inquiries.
- Implement and explain University admissions policies and procedures and answer questions on academic programs and campus life.
- Evaluate applications for admission and make admission decisions within established guidelines.
- Meet with secondary school and community officials to promote the University admissions program.
- May coordinate a specialized recruitment area such student tour guides, telecounseling, campus visits, minority outreach, high-achievers outreach, visitor center activities, etc..
- Coordinate special recruitment programs for ethnic students, honors students, and international students with Associate and Assistant Directors; coordinate student recruitment for assigned geographic area (i.e., CCM positions require extensive travel).
- Maintain records and prepare ad hoc and periodic reports as required; generate reports and assist in analyzing and interpreting data.
- Attend state and national professional meetings.
- Ability to travel internationally 1-2 trips annually for up to 2 weeks per trip.
- Supervise and mentor Admission Counselor position
- Perform related duties based on departmental need

Minimum Qualifications:

- Bachelor's degree with three (3) years of experience; -OR- Associate degree with five (5) years of experience; -OR- seven (7) years of experience. Experience must be in advising students at the high school and/or college level or a related field. Experience must include at least one (1) year supervision.

Preferred Qualifications:

- Excellent writing skills. Ability to create and edit effective, engaging communication for various audiences.
- Experience writing professionally. Experience creating content across multiple platforms that comes across with an authentic voice.
- Highly organized. Must be able to meet deadlines while managing multiple projects.
- Cross-cultural communication skills. Experience writing for and working with diverse, multi-national audiences
- Demonstrated proficiency or fluency in a second language
- Experience in admissions counseling and enrollment management
- Experience managing and implementing a communication and marketing plan with an ability to take initiative and problem solve.
- Experience in Slate or other CRM systems

Additional Application Details:

- Attach a cover letter
- Attach a list of 3 references to your application

*The University of Cincinnati, as a multi-national and culturally diverse university, is committed to providing an inclusive, equitable and diverse place of learning and employment. As part of a complete job application you will be asked to include a **Contribution to Diversity and Inclusion** statement.*

The University of Cincinnati is an Affirmative Action / Equal Opportunity Employer / M / F / Veteran / Disabled.

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