UNIVERSITY OF NORTHERN IOWA

PROFESSIONAL & SCIENTIFIC POSITION DESCRIPTION

Working Title  Promotions and Admissions Specialist  Code 2548
Formal Title  Coordinator I  Code 2401
Reports To (Title)  CIEP Program Coordinator
Department/College  Culture & Intensive English Program
Pay Grade  II  PEC Review Date 2/13  Review Date 07/14

PRIMARY FUNCTION: Assists in promotional efforts to maintain and diversify the CIEP; manages and processes applications, providing personalized communication to all prospective students; aids in planning and recruitment efforts of the CIEP; assists Program Coordinator with CIEP promotions and marketing including newsletters, brochures, and presentations; assists with updating CIEP website and social media sites by posting announcements, photos, and events and works with translation staff to update translated information; and collaborates with CIEP Director to update handbooks, office forms and documents.

PERCENTAGE OF TIME CHARACTERISTIC DUTIES AND RESPONSIBILITIES

45%  1. Responds to all prospective applicant inquiries; guides prospective students through the application process; enters applications in SIS; accepts application fees and provides receipts; manages an internal CIEP Admissions database; schedules rooms and assignments for orientation and creates materials for the admission, pre-orientation, pre-arrival information, and orientation packets; acts as a Designated School Official (DSO) to prepare I-20 forms/SEVIS documents; assists with student orientations and registrations for CIEP classes in SIS; and creates and maintains new student statuses in the SIS CIEP Student Group.

25%  2. Assists Program Coordinator on creating brochures or small project publications within the CIEP (i.e. Conversations Partner Program, International Friendship Program); writes articles, edits and designs the CIEP newsletter; collaborates with University Relations to create brochures for the CIEP general program, the Intensive English Business Program, and the English Language & Cultural Immersion program; collaborates with the Program Coordinator to produce a CIEP marketing and recruitment plan; aids in producing CIEP promotional videos, presentations, and student testimonials; designs and distributes holiday cards; provides agents/partners with information about the scholarships, application deadlines, and special programs offered; responds to inquiries; and works with the Program Coordinator and Director to create plans for encouraging increased communication and collaboration between CIEP and its alumni, partners and agencies.

20%  3. Assists with updating graphic and text on CIEP website, posting new announcements, photos and events; manages the CIEP social media sites (i.e. Twitter, Facebook, Flickr and YouTube); works with the translating staff and professional services to update translated information on the website and promotional material; creates web forms for applications to CIEP programs (i.e. Conversation Partner Program, Agent Questionnaire, etc.); updates CIEP information on outside promotional websites (i.e. Education USA, Study in the USA, ISES Japan, etc.); and advises on future partnerships with promotional vendors.

10%  4. Collaborates with CIEP Director on updating the CIEP Student Handbook, CIEP Staff Handbook, and CIEP Agent & Partner Handbook; revises and/or updates office forms upon Program Coordinator approval; produces forms and surveys in ten translated languages for lower level students (i.e. orientation materials, photo releases, etc.); creates and updates CIEP application forms and guides for applying to the CIEP, applying to housing, tips for getting visas, etc.; and produces and distributes via email the CIEP Staff Bulletin containing important information about the program each month.
GENERAL INFORMATION:  Bachelor's Degree in Communication, Public Relations, Marketing, Graphic Design, Electronic Media, or related major plus at least one year of experience with international student admissions or promotions required. Strong computer skills along with strong interpersonal, organizational, problem-solving, and collaborative skills also required. Experience working with international programs in higher education, and proficiency in Adobe Photoshop, Illustrator, InDesign, Bridge, Microsoft Word, Excel, Power Point and Access preferred. Student experience will be considered.

The above statements reflect characteristic duties and responsibilities of the position and are not intended to limit the university's right to assign, direct and control duty assignments.

Prepared By:  Megan Anderson

Incumbent:  

Approved By:  
Carolina Coronado-Park
Phil Plourde