



Cañada College ♦ College of San Mateo ♦ Skyline College

## GENERIC POSITION DESCRIPTION

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# DIRECTOR OF INTERNATIONAL EDUCATION

A Classified Supervisory Position (Exempt)  
Grade 193E – Salary Schedule 35

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### A. General Statement

The Director of International Education performs complex work involved in student recruitment, program development, planning, logistical operations, reporting and documentation of international education and services for the District. The Director of International Education consults with a variety of college employees on international student recruitment and program growth and development, performs statistical and analytic reporting on the activities and success of the international education program, analyzes qualitative and quantitative data, assists in the assessment of policy development and operational decisions regarding international education, conducts applied research and evaluation, interprets data, and performs related duties as assigned. Public contact is extensive and includes staff, students, international students, domestic and international educational institutions, business and community representatives and leaders, campus visitors, and the general public. A high degree of independent judgment and creativity is required to resolve minor and major problems that arise. Consequences of errors in judgment could be costly in employee time, public relations and money; however, administrative and policy controls limit the risk of serious consequences. The Director of International Education supervises the work of paraprofessional, clerical and other staff, and student assistants as assigned.

### Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Exchanges information with the three college international education managers, faculty and staff regarding short- and long-range planning of the direction for international education instruction and services, scheduling, contracts, registration, documentation and reporting of international students
2. Schedules and participates in on-campus meetings regarding international education and specific courses being taught abroad
3. Drives a motor vehicle to attend off-site meetings, workshops and other events to obtain current information
4. Coordinates and assists in the planning, budgeting, development and implementation of international education
5. Evaluates international student recruitment programs, activities and services, in conjunction with other staff, students, other educational institutions and business/community representatives

6. Researches international student enrollment and retention history and trends for use in developing correspondence, surveys, and other materials for outreach to potential and current international students
7. Organizes and conducts focus groups and other research group meetings of community and business representatives to survey, compile and assess local input on college climate, potential international student concerns and goals, courses offered, services provided, and other recruitment and retention issues
8. Uses a variety of computer software to set up and maintain demographic, statistical and other data related to student enrollment, retention and follow-up
9. Researches, compiles data for, formats and prepares special and regular reports and presentations
10. Coordinates scheduling of international offerings with faculty
11. Collects and synthesizes information on faculty preparedness and level of engagement in accepting distance education
12. Monitors and prepares reports on international education progress and issues that arise at all three campuses
13. Researches solutions and provides recommendations in the provision of international education
14. Schedules, prepares materials and agendas, prepares and participates in campus meetings
15. Provides information to District staff, other educational institutions, agencies and organizations, and the general public concerning international education and related matters
16. Maintains a strategic international student enrollment management plan, aligning international admissions practices with institutional admission requirements and effective use of systems and assists in developing content for recruitment communications
17. Coordinates and assists with incoming student in-take support
18. Oversees general student support in the operational area
19. Obtains testimonials from current international students and assists in developing marketing media for international outreach
20. Coordinates district and college tours by foreign delegations and agencies; assists with advising agent management
21. Sets up, enters and maintains international education statistics and information in a database
22. Creates and manages record-keeping systems and prepares information for required State and College reports, including course enrollments, retention rates, student and licensing fees, and other statistical data
23. Assists and supervises staff who will coordinate services for visa-related documentation for incoming international students and provide critical and timely updates to internal database and SEVIS (the U.S. government database for tracking international students, scholars, and faculty on F and other visas)
24. Uses a variety of computer software to compose and prepare correspondence, reports, publicity materials, surveys, schedules and other printed information; maintains international education budget expenditures including requisitions, journal entries, invoicing and budget transfers
25. Researches, compiles, formats and prepares statistical, demographic, financial and other data for a variety of regular and special reports
26. Plans and implements international student surveys
27. Compiles and analyzes survey data; makes recommendations for the development and implementation of marketing and recruitment strategies for international education
28. Assists in representing the District's colleges to prospective students, parents, counselors, and the general public on campus and throughout California, through various recruitment functions such as high school visits, college fairs, and on-campus visits, etc.
29. Communicates district admission and financial aid policies, academic policies and requirements, and student service policies and procedures to students, parents, middle and high school principals, counselors and teachers, faculty, staff, and administrators
30. Assists colleges with education abroad activities
31. Performs other related duties as assigned

**C. Requirements**

1. Bachelor's degree from an accredited institution in business administration or a closely related field (Master's degree is preferred)
2. Successful administrative work experience of increasing responsibility in international education
3. Demonstrated skills in communicating effectively, constructively, sensitively and respectfully with people at various levels within organizations who are diverse in their cultures, language groups and abilities
4. Skill in monitoring budgets and expenditures
5. Skill in researching, compiling data for, and preparing a variety of reports
6. Skill in training, supervising, and evaluating the work of others
7. Demonstrated skills in oral communication, including persuasive communication
8. Demonstrated skill in written communication
9. Skill in the use of a variety of computer software to compose and prepare data analysis, reports, summaries, correspondence and other materials
10. Possession of a California Driver's license (or the ability to obtain one) and the ability to drive a motor vehicle to off-campus locations

OR

An equivalent combination of education and experience

**D. Physical/Other Requirements**

This classification requires international travel, multi-tasking, flexibility, adaptability; accurate work under deadline pressure; attention to details; listening, good memory, sensitivity and tact; persuasive communication; negotiation; compromise; manual dexterity; working independent of direct supervision or specific guidelines; data analysis in order to perform the essential functions.

**E. Knowledge, Skills & Abilities**

1. Knowledge of the role and value of international educational
2. Knowledge of the policies, procedures and regulations that affect the scheduling and implementation of courses being taught abroad
3. Understand and be sensitive to the diverse academic, socioeconomic, cultural, and abilities of community college students and faculty
4. Skill in multi-tasking and working accurately under deadline pressure
5. Skill in the use of spreadsheets, a variety of computer software and a database to set up, maintain, format and prepare data for reports, correspondence, publicity and other printed materials
6. Skill in researching and analyzing a variety of data to draw conclusions
7. Skill in written communication
8. Skill in oral communication
9. Skill in respectful, sensitive communication with people at various levels within an organization who are diverse in their cultures, language groups and abilities
10. Skill in monitoring budget expenditures and preparing financial reports
11. Ability to work collaboratively and effectively as part of a team
12. Ability to stimulate interest and faculty involvement in international education
13. Ability to work independently with little direction
14. Ability to serve as a resource to faculty, administrators, and instructional staff on international education activities

(3/2015)