Position: MARKETING OUTREACH SPECIALIST

DEPARTMENT: International Gateways Program
IMMEDIATE SUPERVISOR: Director, International Gateways
POSTING DATE: March 7, 2016
CLOSING DATE: Posted Until Filled
SALARY: Commensurate with qualifications / experience
          Full time
          Benefited
EXEMPT STATUS: Exempt level
APPOINTMENT: Position is contingent on receipt of grant and is renewable each year dependent on funding

GENERAL NATURE OF POSITION: International Gateways offers high quality English language programs, cultural experiences, and support services to international students, professionals, and visitors at San José State University who want to develop communication skills and strategies for success in a global community.  

The Marketing Outreach Specialist, reporting to the Director of International Gateways, has two areas of responsibility. The first is creating, developing, overseeing, and/or directing marketing communications for all International Gateways programs and maintaining the department’s website and social media accounts. The second area of responsibility is the overseeing of International Gateways’ relationships with its recruitment agents and university partners.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Marketing Communications

1. Actively participates in and oversees the creation of International Gateways’ external messaging including, but not limited to, videos, brochures, web pages, PowerPoint presentations and social media in conjunction with the ATP, SAS, MBP and Custom Program Coordinators, Conditional Admission Specialist, and International Gateways administration

2. Closely collaborates and partners with the CIES units of International Recruitment and Partnerships and Marketing and Communications.

3. Partners with CIES International Marketing to develop and maintain CRM and other CIES marketing communications systems
4. Maintains the currency and functionality of the International Gateways website in conjunction with program staff, CIES staff and International Gateways database administrator

5. Collaborates with vendors to produce, publish, and disseminate marketing materials

6. Charts effectiveness of agents, university partners, vendors, and international strategies for planning purposes

7. May represent SJSU International Gateways at conferences and events

**Recruitment Agents and University Partnerships**

1. Represents International Gateways in correspondence and personal interactions with recruitment agents and university partners through email and other channels

2. Maintains the International Gateways Agent Database for marketing and billing purposes

3. Charts effectiveness of outcomes with agents and university partners

4. Manages the annual agreement process in conjunction with CIES and SJSU Research Foundation to ensure compliance of agreements

5. Reviews requests for commission by recruitment agents and approves for payment by Financial Analyst/Accounts Payable

Other duties as assigned by International Gateways administration

**INTERPERSONAL CONTACTS:**

- Reports to the Director of International Gateways
- A core component of this position is being able to establish and maintain productive and effective working relationships with all campus and partner entities, including but not limited to Recruitment agents and International students;
- Regularly interacts with university partner staff and faculty
- Regularly interacts with SJSU and International Gateways staff, faculty, student employees
- Interacts with Research Foundation staff at all levels

**QUALIFICATIONS:**

1) **Education and Experience**

- BA in Marketing, Business or related. MA preferred
- 5 years’ experience in an higher educational setting; ESL/EFL teaching experience or work experience in an intensive English program preferred
- Demonstrated success in video production and digital media in educational setting
- Excellent customer service skills

2) **Knowledge, Skills and Abilities required**

- Excellent written and oral communication skills
- Ability to provide prompt, accurate, and thoughtful responses to all inquiries
• Knowledge of website software or CMS template website
• Experience with Hobsons, Zoho, or similar CRM.
• Experience managing social media outlets such as Facebook, Twitter, or Instagram; international outlets such as RenRen, Weibo, preferred
• Demonstrated ability to work effectively as a part of a team
• Attention to detail
• Some travel may be required

3) **Physical Requirement**
   Busy, crowded office environment. Must be able to sit for extended periods, stand for extended periods, and travel to different areas across the campus.

4) **Complexity of Duties**
   Performs duties under minimal direct supervision of the Director

This position description intends to describe the general nature and level of work being performed by people assigned to this job. It is not intended to include all duties and responsibilities. The order in which duties and responsibilities are listed is not significant.

**SUPERVISORY RESPONSIBILITIES:**
May train, direct, assign student workers

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**APPLICATION PROCEDURE**

To apply for this position, you may submit a letter of interest and a resume or an application. An application and other information may be obtained from the Research Foundation’s Human Resources Department, through the Research Foundation’s web site at foundation-jobs@sjsu.edu or in person by visiting the Foundation, located at 210 North 4th Street, 4th Floor, San Jose, CA (corner of St. James and North 4th Streets). An application will be required for those interviewed.

More information, including an application form, can be obtained from the Research Foundation website, located at [http://www.sjsu.edu/researchfoundation/open/index.html](http://www.sjsu.edu/researchfoundation/open/index.html)

San Jose State University Research Foundation  
Attn: HR/Job Code MOSpec  
210 North 4th Street San Jose, CA 95112  
E-mail: foundation-jobs@sjsu.edu

Research Foundation employment is separate and distinct from San Jose State University or State of California employment. Research Foundation employees are not employees of either SJSU or of the state of California.

The San Jose State University Research Foundation (SJSURF) is a non-profit auxiliary of San Jose State University. SJSURF is totally self supported. The majority of the organization’s funding comes from the federal government, and other public and private entities. With annual revenues totaling over $65 million, programs managed through SJSURF cover a rich diversity of applied research, public services, and educational related activities.

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The SJSURF has implemented California State University Executive Order 1083 (http://www.calstate.edu/EO/EO-1083.pdf). By policy, all SJSURF employees are mandated reporters for suspected child abuse or neglect and are expected to undergo formal training in accordance with the directives of the Executive Order.

The SJSURF has also implemented California State University Policy Memorandum HR 2015 – 08 (http://www.calstate.edu/HRAdm/pdf2015/HR2015-08.pdf).

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the SJSURF. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current SJSURF employees who apply for the position.