



Title Director, CET High School Division

Job location Washington, DC

Status Full-time

Supervisor Mark Lenhart, Executive Director

Anticipated Start Date May 2017

Description of the Organization

CET Academic Programs is a study abroad organization based in Washington, DC that has been developing and delivering innovative educational programs abroad since 1982. Originally “China Educational Tours,” CET began operations in Beijing, later expanding to other cities in China and then to other countries around the world. Today, CET is staffed by over 60 full-time employees and offers semester and summer study abroad programs in Argentina, Brazil, China, the Czech Republic, India, Italy, Japan, Jordan, Taiwan and Vietnam, as well as short-term, customized programs worldwide.

CET is known for high program standards, strong academics, a nimble and collaborative approach to partnerships, and supportive student services. As the only U.S. provider to house students with local roommates in each of its locations, CET integrates students into their overseas communities and facilitates development of lasting relationships with local hosts. As an environmentally conscientious organization, CET seeks to adopt sustainable measures across its operations. And through its commitment to inclusion, CET seeks and encourages the participation of students from diverse backgrounds, ensuring a welcoming, hospitable program environment that promotes student learning.

Description of the Position

CET is seeking an experienced strategic leader to lead the development and management of a new high school division. The person in this role must have a proven track record in working with high school teachers and administrators, preferably in a strategic marketing role. This person will also have experience successfully helping organizations to develop new programs and processes, foster relationships with key constituents, lead and mentor diverse teams in an international setting, and achieve positive financial results and program outcomes. The Director will serve as a member of the CET executive team and will collaborate closely with other senior leaders and program staff worldwide to leverage CET’s applicable systems and existing resources. Because this is a new position, ideal candidates will bring independence, flexibility, and an entrepreneurial spirit to the role.

CET Academic Programs | 1155 Connecticut Ave. NW, Suite 300 | Washington, DC 20036
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Areas of Responsibility

Leadership and Collaboration

- Provide strategic leadership in developing and cultivating a new CET high school division
- Identify existing CET systems and procedures that can support high school programs; consider capacity issues and recommend where new systems need to be created
- Assess the capacity of CET's overseas centers to support new high school programs
- Develop, lead, and help empower a CET high school team and collaborate with existing CET staff in the U.S. and at study centers around the world

Marketing

- Though market research and competitive analysis, identify how CET-branded programs can be effectively positioned to meet high school students' unique needs
- Develop a strategic marketing plan that includes efforts to build partnerships with U.S. public and private high schools, leverage CET scholarships, and generate interest among high school students and their parents
- Develop and implement a program development strategy that offers an appropriate mix of CET-branded and customized programs
- Manage and nurture CET's existing partnerships with high schools and other sending organizations; build new partnerships for customized high school programs
- Develop long-term enrollment targets for CET programs, beginning with programs launching in summer 2018
- Deploy CET's website and digital marketing campaigns to support branding efforts
- Travel to represent CET at meetings, conferences, and workshops as needed
- Identify ways to increase access for underrepresented high school students

Program Development and Management

- Develop programs that adhere to CET's mission and focus on academic quality and cultural immersion, capitalizing on CET's resources abroad; generate student enrollments and financial results in line with annual budgets and enrollment targets
- Work closely with the CET leadership team to develop new CET centers, new program models, and discipline-specific programs (i.e. STEM, Business)
- Collaborate with CET colleagues to develop and implement robust health, safety, and security protocols; lead efforts to minimize and mitigate risk to CET program participants
- With CET's Director of Communications, design and implement systems that help ensure clear and effective communication between CET staff worldwide, high school teachers and administrators, students, and parents
- With CET's Director of Academic Affairs, develop protocols for the ongoing assessment of CET high school programs
- Using CET's existing models, develop competitive pricing models for high school programs

- Develop a long-term, sustainable financial model that includes an annual budget; provide ongoing fiscal oversight by managing costs

Requirements

- Extensive experience working with U.S. high schools, preferably in a marketing role
- Strategic marketing and communications experience; experience in institutional relations
- Exceptional leadership and management skills
- Demonstrated understanding of current international education trends, diverse program models, and competitors in the high school study abroad market
- Demonstrated experience managing large-scale projects and new initiatives
- Experience working with a complex budget
- Strong time management skills; ability to manage conflicting priorities
- Precise attention to detail; strong written and verbal English skills
- Cultural sensitivity and experience working with students and colleagues of diverse backgrounds and ideologies.
- Flexibility, and an enthusiastic willingness to take on new tasks and try new challenges
- Ability and willingness to travel frequently
- Experience with the Microsoft Office suite and social media
- Patience, a positive attitude, and a sense of humor

Salary and Benefits

CET offers an excellent compensation package which includes:

- Salary commensurate with experience
- 8 weeks of paid Parental Leave (maternity & paternity)
- 5 weeks of Paid Time Off, to start
- 401K retirement plan
- Health and life insurance options
- Employee assistance program
- Travel and education-in-service opportunities
- Professional membership in the International Airlines Travel Agent Network
- Special bonuses that may be earned for profit sharing, employee referrals or benchmark anniversaries

This position is for employment within the United States. Please note that our company does not sponsor U.S. employment visas. Also, the successful completion of a background check is required for this position.

To Apply

Our company is committed to diversity, and we work hard to maintain a welcoming, non-discriminatory office culture. We welcome qualified applicants of all backgrounds to apply to our openings. It is our policy to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age,

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disability, marital status, veteran status, sexual orientation, genetic information or any other protected characteristic under applicable law.

Qualified candidates should submit the following:

- Résumé.
- Formal cover letter that outlines the position to which you are applying (Director, CET High School Division), your qualifications and experience, and where you first heard about the position.
- List of three references.

Applications missing any of these components will not be considered.

Application Deadline: March 24, 2016.

Send application materials via mail or e-mail (as Word or PDF attachments) to:

Mark Lenhart, Executive Director
CET Academic Programs
1155 Connecticut Ave NW, Suite 300
Washington, DC 20036
E-mail: jobs@cetacademicprograms.com

Please identify the position (Director, CET High School Division) in the subject line of your email.