



**Title:** Southeast Campus Relations Coordinator

**Status:** Full-time

**Job location:** Southeastern Region of the United States

**Supervisor:** Sarah Dixon, Director of Institutional Relations

**Start date:** October 2017

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### **Description of the Organization**

CET Academic Programs is a study abroad organization 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 locations around the world. Today, CET offers a varied portfolio of semester, summer, and short-term customized programs in Asia, Europe, Latin America, and the Middle East for college, high school, and pre-college students.

CET is known for high program standards, strong academics, a nimble and collaborative approach to partnerships, and supportive student services. Through elements such as field-based course components, internships, community-based learning, and housing with local roommates, CET strives to integrate students into the local community and facilitate lasting relationships with hosts. As an environmentally conscientious organization, CET aims 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**

The Southeast Campus Relations Coordinator serves as CET’s representative at US colleges and universities in Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. The Campus Relations Coordinator’s primary responsibilities are to develop and maintain effective relationships with key institutions, actively recruit students through study abroad channels, and assist CET in the implementation of our marketing plans. The Campus Relations Coordinator reports directly to the Director of Institutional Relations. He/she will also work collaboratively with CET staff in Washington, DC and Campus Relations Managers in other regions.

We are seeking candidates with study abroad sales experience, the ability to work independently, strong organizational/administrative skills, and a commitment to study abroad. The ideal candidate will be both flexible and enthusiastic. He/she will create a home office in the Southeastern region and will telecommute to Washington. He/she will be required to make 40-50 visits to campuses each year, a significant portion of which may involve overnight stays. We will require the Campus Relations Coordinator to make a two-year commitment to the position.

## Responsibilities

### *Campus Relations*

- Actively manage CET's existing relationships with study abroad staff and faculty at key institutions. Meet with staff and faculty to provide new information as needed.
- Expand upon CET's network by developing and maintaining new relationships with faculty and staff.
- Work to gain official approval for CET's programs as appropriate.
- Serve as a liaison for other CET supporters in the region, including Faculty Advisory Committee and National Advisory Council members and campus ambassadors.
- Assess institutional needs and recommend to CET's Director of Institutional Relations an effective strategy for developing stronger relationships with each campus in the region.

### *Student Recruiting*

- Represent CET at key study abroad fairs.
- With the permission of study abroad staff and faculty, create additional opportunities to advise students about CET study abroad programs, including class visits, information sessions and tabling in areas with heavy student traffic.
- Serve as the region's student liaison in the pre-application and application phases. Respond to student inquiries and provide answers to student questions.
- Create events that will provide alumni with a vehicle for sharing their study abroad experiences with prospective students and faculty. Serve as a reentry advisor to CET graduates.

### *Other Marketing Assignments*

- Plan and execute strategic campus visits with CET Program Management Staff and Overseas Staff to partner campuses in the region.
- Promote CET at relevant conferences, including Regional NAFSA Conferences, and at larger international conferences as assigned.
- Develop effective campus presentations to promote CET programs to students and faculty.
- Conduct market research as assigned.
- With the Director of Institutional Relations, assess CET's campus relations and recommend appropriate improvements.

### *Sales Administration*

- Manage your own in-home office, including all expenditures related to your sales activities.
- Maintain thorough records of outreach efforts, correspondence and goals within a Customer Relations Management system.
- Develop expertise about CET's programs through regular interaction with Program Managers and overseas staff.
- Travel to CET headquarters and to CET program locations as requested for meetings concerning program development, strategy and growth.

## Requirements, in Order of Priority

- A Bachelor's degree.
- International experience, preferably related to Argentina, Brazil, China, the Czech Republic, India, Italy, Japan, Jordan or Vietnam.
- Proven sales and marketing experience in the study abroad field preferred.
- Excellent management and organization skills; the ability to work independently.
- Superior interpersonal, written, and verbal communication skills (essential).
- Ability to represent CET effectively with authority and poise to faculty, study abroad staff, overseas partners, parents and students.
- Strong problem-solving skills and the ability to analyze and synthesize information.
- Enthusiasm for frequent travel.
- Flexibility and a sense of humor.

*This position is for employment within the United States. Please note that our company does not sponsor US employment visas.*

## Salary and Benefits

CET offers an excellent compensation package which includes:

- Salary commensurate with experience
- An excellent benefits package, including:
  - 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

## 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, 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 includes the position title (Southeast Campus Relations Coordinator), your qualifications and experience, and where you first heard about the position
- List of three references

*The successful completion of a background check is required for this position.*

**Applicants are encouraged to apply as soon as possible, but no later than October 9, 2017.**

Sarah Dixon  
Director of Institutional Relations  
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