



SOUTHERN TIER
CATHOLIC SCHOOL



ARCHBISHOP
WALSH
ACADEMY

Job Description

<u>POSITION TITLE:</u>	Director of External Marketing
<u>FLSA STATUS:</u>	Non-Exempt
<u>WORK HOURS:</u>	20 hrs/week / Part Time
<u>REPORTS TO:</u>	School President
<u>LOCATION:</u>	Olean, NY

Essential Function

The Director of External Marketing is primarily responsible for all recruitment, enrollment, and retention of International students

Principal Activities

- Recruiting International students through:
 - Working with the Internal Marketing Director to schedule posts on social media related to international recruitment
 - Creating and updating all recruiting documents including all promotional material, new student material and admissions information for international students
 - Coordinating housing for international students
 - Managing a dorm for students
 - Identifying and staffing Resident Advisors for the dorm
 - Supervise and follow up with RA's to ensure students are having a positive experience
 - Providing quality student life experience for dorm students and host families
 - Processing student visas including but not limited to F1 and J1 visas
- Retaining students through:

- Following up with international students weekly for the first 6 weeks of the school year to check with them
- Work with the internal marketing director to give international students a successful experience with activities and fun experiences
- Other duties include:
 - Assisting in our annual fundraising initiatives by helping organize and plan the events
 - Others tasks as needed

Job Qualifications

- Bachelors degree in Marketing or related field

Behavioral Competencies

Accountability
 Drives for Results
 Action Oriented
 Attention to Detail
 Creativity / Innovation
 Follow Up
 Organizing / Planning

Revision Log

Revision Level	Description	Originator	Date
Creation		B.T	1/6/21
Addition	Housing responsibilities, Visas	BT	1/8/21