

International Student Recruitment Specialist (Student Services Professional III)

PD No.:PD-7818

POSITION DESCRIPTION INFORMATION

To edit an approved Position Description scroll to the bottom of the form and press Update PD
Click OK in the pop-up window that appears to reset the approval process

POSITION INFORMATION

| | |
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| Type of Action Requested:* | Replacement-Revision |
| Internal Team:* | FL-International Programs - 10259 |
| Job Code/Employee Classification:* | SSP III <u>Job Code: 3084</u> |
| Classification Title: | Student Services Professional III |
| MPP Job Code: | NA |
| Position Number: | SSP III <u>Position no: FL-10010188</u> |
| CSU Working Title:* | International Student Recruitment Specialist (Student Services Professional III) |
| Salary Range/Grade: | 3084-RANGE A-Grade-1 Minimum: \$ 5,276.00 Maximum: \$ 7,517.00 Pay Frequency: |
| Reports to Supervisor: | Christine Ida Pircher-Barnes |
| Reports To:* | Director of Strategic International Recruitment & Enrollment Management <u>Position no: FL-10010010</u> |
| Campus:* | Fullerton |
| Division:* | VP, Academic Affairs |
| College/Program:* | Extension & International Prog |
| Department:* | International Programs - 10259 |
| FLSA Status: | Exempt |
| Hiring Type: | Probationary |
| Workplace Type (Exclude Inst Fac): | Telecommute eligible (work onsite as scheduled and/or as requested and telecommute as scheduled) |
| Pay Plan: | 12 Months |
| Pay Plan Months Off: | NA |

POSITION DESIGNATION

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| Mandated Reporter:* | Limited - The person holding this position is considered a limited mandated reporter under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083, revised July 21, 2017. |
| Conflict of Interest:* | None |
| NCAA: | <input type="radio"/> Yes <input checked="" type="radio"/> No |
| Is this a Sensitive Position?: | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Care of People (including minors) Animals and Property: | No |
| Authority to commit financial resources: | No |
| Access/control over cash cards and expenditure: | No |

Access/possession of master/sub-master keys: No
Access to controlled or hazardous substances: No
Access/responsibility to personal info: Yes
Control over Campus business processes: No
Responsibilities requiring license or other: No
Responsibility for use of commercial equipment: No
Is this a Campus Security Authority (CSA): Yes No
Serves a security function: No
Designated recipient for crime/misconduct reports: No
Significant responsibility for Student Activities: No
Significant responsibility for Campus Activities: No

Job Summary/Basic Function:* Under general supervision, this position's primary role is to independently advise and recruit international students to the university. The incumbent will work closely with internal and external stakeholders to execute and coordinate recruitment strategies, provide services in the areas of counseling, admission advising, follow-up, coordination of various recruitment events, delivery of presentations as well as other recruitment activities that lead to increased applications and enrollments to the University. The incumbent will prepare and host presentations and webinars for prospective students, partners, and agents. Serves as the primary liaison and advisor for international student recruiting agencies and independent agents.

Minimum Qualifications:* Bachelor's degree or the equivalent from an accredited four-year college or university in a related field including or supplemented by upper division or graduate course work in counseling techniques, interviewing, and conflict resolution plus three years of professional student services work in the field. A Master's degree from an accredited college or university in Counseling, Clinical Psychology, Social Work or a job-related field may be substituted for one year of professional experience. A Doctoral degree from an accredited college or university and the appropriate internship or clinical training in a relevant field may be substituted for three years of the required professional experience.

Ability to plan, develop, coordinate, supervise, and organize programs and activities. Ability to interact with a diverse student population, faculty, staff, and the public. Ability to analyze complex situations accurately and adopt effective courses of action. Ability to advise students individually and in groups on complex student-related matters. Ability to complete assignments without detailed instructions. Ability to establish and maintain cooperative working relationships with a variety of individuals. Possession of excellent verbal and written communication skills, as well as the ability to acquire knowledge of campus procedures, activities, and the overall organization.

A background check (including a criminal records check) must be completed satisfactorily and is required for employment. CSU will make a conditional offer of employment, which may be rescinded if the background check reveals disqualifying information, and/or it is discovered that the candidate knowingly withheld or falsified information. Failure to complete the background check satisfactorily may affect the continued employment of a current CSU employee who was conditionally offered the position.

Required Qualifications:

Preferred Qualifications:

Master's degree in a related field like international education.
 At least 3 months of experience living, working, or studying abroad.
 Knowledge of cultures, governments, and education systems globally.
 Experience with international recruitment and CRM systems.
 Familiar with tracking outreach ROI and recruitment best practices.
 Ability to thrive in a fast-paced, detail-oriented environment.
 Excellent organizational, time management, and multitasking skills.
 Self-motivated and able to take initiative on tasks/issues.
 Knowledge of SEVIS and F-1 visa policies/procedures.
 Flexibility to work varying hours due to time zone differences.
 Outstanding customer service skills.
 Multicultural competence and commitment to diversity/inclusion.
 Experience developing and delivering presentations.
 Proficient communication across cultures verbally and in writing.
 Ability to interpret and ensure compliance with policies.
 High degree of confidentiality in handling sensitive information.
 Willing and able to travel domestically and internationally as needed.
 Able to work extended hours, and holidays as required for recruitment.

Special Conditions:

Ability to work additional/irregular hours to meet recruitment needs.

License / Certification:

Valid California Driver's License and reliable means of transportation.

Supervises Employees:*

Yes No

If position supervises other employees; list position titles:

May supervise student workers and student volunteers.

Job Duties

JOB DUTIES

| % of time | Duties / Responsibilities | Essential / Marginal |
|-----------|--|----------------------|
| 40 | <p>International Student Recruitment</p> <p>Uses a high degree of professional and independent judgment to closely advise potential and existing international students in one-on-one and group settings regarding the admissions and application processes, admission requirements, immigration processes, majors, student life, etc. Makes independent decisions on complex issues and develops detailed solutions to aid prospective international applicants with complex barriers and obstacles regarding admission. Directly develops and contributes to recruitment policies and processes. Represents the university at domestic and international recruitment fairs, events, and meetings (virtual and in-person). Collaborates closely with key University offices (e.g., Recruitment and Outreach Office, Admission Office) regarding the status of international applications and the tracking of application and admissions data. Generates detailed reports on leads, inquiries, applications, and enrollments from CRM, SEVIS, PeopleSoft. Conducts presentations and webinars for prospective students, partners, and agents. Serves as the primary liaison and advisor for international student recruiting agencies and independent agents; trains advises and supports agents to properly promote Cal State Fullerton's brand and reputation in designated overseas markets and raise the university's international profile to achieve recruitment targets in those markets. Follows up on student leads and inquiries to meet recruitment goals. Develops and conducts admit-to-enroll yield events for admitted students and develops engagement activities for admitted international students.</p> | Essential |
| 25 | <p>Recruitment Planning & Analysis</p> <p>Collaborates with various key university offices to create annual international recruitment/outreach plans. Analyzes data on international enrollment trends to identify opportunities. Monitors recruitment expenditures and calculates the ROI of events. Provides innovative, cost-effective recruitment strategies. Assists with designing promotional materials, website updates, social media campaigns, and other forms of recruitment support.</p> | Essential |
| 20 | <p>External Relationship Building</p> <p>Maintains and expands networks with recruitment agents and partners. Agent support includes training and application management, performance monitoring, and relationship development. Uses independent judgment to communicate timely programmatic info to agents/partners via emails, webinars, and visits. Conducts annual agent training and onboarding for new partners. Ensures all agent agreements and MOUs are up to date and commission invoices and payments are made in a timely and proper manner.</p> | Essential |
| 10 | <p>Maintains contacts at community colleges and high schools for recruitment events. Provides admission updates to counselors through digital and on-site communications. Collaborates with Extension on revenue producing programs and trainings for international students. Collaborates with the International Students and Scholar's office responsible for supporting newly admitted students and assist, as needed, with new student pre-arrival information, including housing, registration, student insurance, and issuance of initial I-20s. Participates in international student events and activities (e.g., new student orientations, International Education Week, on-campus cultural and celebration events). Maintains effective relationships with students, faculty, staff, and the general public.</p> | Essential |
| 5 | OTHER DUTES AS ASSIGNED. | Essential |

SELECTION CRITERIA

There are no items to show

Physical Mental and Environmental Demands

**** Physical Mental and Environmental Requirements Must be Completed for all Positions**

Please indicate the frequency (Constantly; Frequently; Occasionally; or Never) and whether or not the requirement is essential.

Physical and Mental Requirements

| | |
|--|--------------------------|
| Bending: | Occasionally |
| Climbing: | Occasionally |
| Concentrating: | Constantly - Essential |
| Crawling: | Occasionally |
| Decision Making: | Frequently - Essential |
| Keyboarding and Mousing: | Frequently - Essential |
| Lifting or Carrying up to 10 lbs.: | Occasionally - Essential |
| Lifting or Carrying up to 25 lbs.: | Occasionally |
| Lifting or Carrying up to 50 lbs.: | Occasionally |
| Lifting or Carrying over 50 lbs.: | Never |
| Performing Calculations: | Frequently - Essential |
| Pushing or Pulling: | Occasionally |
| Reaching Overhead: | Occasionally |
| Repetitive Motion of Upper Extremities: | Constantly - Essential |
| Sitting: | Constantly - Essential |
| Standing: | Frequently - Essential |
| Stooping Kneeling or Squatting: | Occasionally |
| Walking: | Frequently - Essential |

To add additional Physical and Mental Requirements - Please provide the 1) Physical and/or Mental Requirement description; 2) Frequency (Constantly; Frequently; Occasionally; or Never) and 3) Whether it is Essential to the position:

Other Physical & Mental Requirement No. 1

Description:

Other Physical and Mental Req No.1 Frequency:

Other Physical & Mental Requirement No. 2

Description:

Other Physical and Mental Req No.2 Frequency:

Other Physical & Mental Requirement No. 3

Description:

Other Physical and Mental Req No.3 Frequency:

Other Physical & Mental Requirements:

Environmental Requirements

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|-----------------------------------|--------------------------|
| Drive motorized equipment: | Occasionally - Essential |
| Excessive Noise: | Occasionally |
| Hazards: | Occasionally |
| Outdoor: | Frequently - Essential |
| Elevated Work: | Occasionally |

Extreme Temperature (hot or cold): Occasionally
Indoor (Typical office environment): Frequently - Essential

To add additional Environmental Requirements - Please provide the 1) Environmental Requirement description; 2) Frequency (Constantly; Frequently; Occasionally; or Never) and 3) Whether it is Essential to the position:

Other Environmental Requirement No. 1 Description:
Other Environmental Req No.1 Frequency:
Other Environmental Requirement No. 2 Description:
Other Environmental Req No.2 Frequency:
Other Environmental Requirement No. 3 Description:
Other Environmental Req No.3 Frequency:
Other Environmental Requirements:

POSTING DETAILS

Advertising Summary:

Advertisement text:

USERS AND APPROVALS

Justification for Position: CSUF does not have a dedicated International Recruitment Specialist. This recruitment specialist represents CSUF at international events in the US and abroad and is solely responsible for growing the enrollment of international students in undergraduate, graduate, degree and non-degree (state and self-support) programs.

Hiring Administrator:* Sandy Wong
 Email address: sandywong@fullerton.edu

Approval process:* FL - PD Approval (Staff/MPP) - No Dept. Head

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|------------------------------------|---|
| 1. MPP Supervisor/Associate Dean: | Christine Pircher-Barnes ✔ Approved Jul 31, 2024 |
| 2. HR Classifier: | Tammy Dietzel ✔ Approved Aug 16, 2024 |
| 3. Appropriate Administrator/Dean: | Debra Leahy ✔ Approved Aug 16, 2024 |
| 4. Position Management: | FL-HRDI PM ✔ Approved Aug 16, 2024 |

HR/Faculty Affairs Representative:* FL-HRDI Classifier
 Email address: hrrecruitment@fullerton.edu