



POSITION TITLE	Director of Member Relations for the United States
DEPARTMENT	Member Relations
REPORTS TO	Vice President for Member Relations
FLSA STATUS	Exempt
LOCATION	Arlington, Virginia
DATE	March 2018

POSITION SUMMARY

The Director of Member Relations is responsible for the creation and **implementation of ISEP's** strategic plan for their designated regional portfolio, including the development of new members and programs, maintaining member relations, adherence to membership standards, and management of ISEP Direct programs and academically-focused initiatives.

While overseeing delivery of programs and services to students in the designated region, the Director works to improve services and meet program demands of the study abroad market, creating greater access and diversity throughout the network. As the institutional liaison, the Director is responsible for ensuring the highest levels of program quality, delivery and customer satisfaction.

PRINCIPAL RELATIONSHIPS

External: ISEP Coordinators, Senior International Officers and other institutional contacts at member institutions in the U.S.

Internal: Vice President for Member Relations, Vice President for Enrollment Management, Director of Student Engagement, Director of Communications & Strategic Partnerships, Chief Marketing Officer and Program Managers.

KEY JOB RESPONSIBILITIES

Program Portfolio Management and Institutional Relations (45%)

- Prepare annual strategic plan and outreach for the U.S. portfolio
- In consultation with the Director of Student Engagement, identify prospective new members and develop program offerings to meet student interest and demand
- Identify growth opportunities and trends; ensure appropriate program mix through member recruitment

- Manage student numbers to maintain the exchange balance within the network and ensure enrollment targets are met
- Coordinate outreach to members, ensuring consistency in the ISEP brand; collaborate with ISEP's Marketing department on promotional activities and materials
- Define membership categories, track member enrollments and monitor membership application process, ensuring protocol is followed; provide quarterly reports on membership information
- Review and evaluate prospective member applications, make recommendations regarding admission, and coordinate integration and training of new members
- Spearhead and project manage the ISEP coordinator workshop with the Member Relations team and oversee the training and mentoring of new ISEP Coordinators throughout the year

ISEP Direct Management (20%)

- Develop strategy for ISEP Direct program offerings and focus on engagement with ISEP Direct members to increase applications
- In consultation with other ISEP departments, create enrollment targets for each program to help meet annual financial goals
- Conduct competitor analysis, gather market intelligence and analyze data to make program and price recommendations
- Review and evaluate ISEP Direct cost agreements and negotiate costs at host institutions

Quality and Delivery of Programs (35%)

- Collaborate in the development and review of program evaluations and implement action plans to address institutional weaknesses
- **Monitor institutions' adherence** to membership standards, identify program concerns and propose solutions
- Enhance program delivery through academically-focused initiatives such as faculty engagement, curriculum integration, special projects, etc.
- Implement health and safety protocols in coordination with member universities; oversee crises communication and response; conduct risk assessments for designated regions

OTHER RECURRING DUTIES

- Conduct site visits to potential, new and current member institutions and organize regional site and study tours
- Provide information for reports to ISEP leadership and governance (Board of Directors, Council of Advisors)
- Participate in international education conferences and events as assigned
- Participate in emergency phone rotation
- Lead special projects and address departmental priorities as assigned

REQUIRED QUALIFICATIONS

- M.A. in International Education, International Relations, Area Studies, or other relevant subject area

- 5-6 years of work experience in international education, study abroad, international programs management, or related area
- Knowledge and experience working with higher education institutions in the United States
- Exceptional communication abilities, to include writing, verbal and presentation skills
- Travel, study and/or work experience abroad
- Project management experience and strong organizational skills
- Keen data analyst with a demonstrated record of metrics-based decision-making
- Financial acumen and experience making recommendations for program offerings to meet revenue targets

ADDITIONAL DESIRED QUALIFICATIONS

- Foreign language proficiency
- Experience with report writing and presentation of data to lay audience

HOW TO APPLY

Qualified applicants are encouraged to submit their resume, cover letter, and salary expectation to: careers@isep.org **with the subject line “Director of Member Relations, U.S.”** **Application deadline:** March 26, 2018.