

POSITION

The Texas International Education Consortium (TIEC), located in the UT Austin west campus area, seeks a motivated, experienced, dynamic and proven communications professional to join our communications and outreach team. TIEC's Texas Intensive English Program (TIEP) delivers high quality English language programs in Austin for students from all over the world. The communications and outreach team is responsible for increasing TIEC and TIEP's profile through engaging outreach strategies.

POSITION DESCRIPTION

Reporting to the TIEC President, the Communications Coordinator will serve as the organization's essential adviser on communications tools, platforms, strategy and execution with the goal of supporting, promoting and elevating TIEP and TIEC programs, activities, and name and brand recognition. Working alongside the TIEP Outreach Coordinator, the Communications Coordinator will serve as a key member of the organization's strategy and programmatic teams. The Communications Coordinator must work effectively and collegially across the organization and serve as a collaborative resource and guide. S/he will be an essential member of the planning team for new and existing lines of effort and provide essential communications training to TIEP staff and faculty, and will advise on TIEP's investment in communications and marketing efforts and tools.

More specifically, the Communications Coordinator will recommend, plan and execute communications efforts and activities to:

- Ensure that TIEP and TIEC have essential communications platforms and procedures in place to facilitate effective external communications and marketing, that they are being actively used, and that they are effectively reaching and engaging TIEP's target audiences
- Market and promote TIEC and TIEP programs and ensure that all new and existing programs and ventures have strong marketing and communications plans
- Engage existing students as well as alumni on TIEP social media accounts

Additionally, the Communications Coordinator will be responsible for:

- Helping to re-design and manage the TIEC website, as well as a web platform for effective alumni communication and outreach
- Devising a communications plan to promote TIEP in the Austin area
- Serving as a back-up Designated School Official (DSO) for TIEP's F-1 students and as an Alternate Responsible Officer (ARO) for TIEC's J-1 designation

This position description is not intended to be an all-inclusive list of the activities and responsibilities of the position. It is intended to describe the general nature of the work.

EDUCATION AND EXPERIENCE REQUIREMENTS

All candidates should have a Bachelor's degree and at least 5 years' professional experience in communications, outreach and/or marketing. The Communications Coordinator will be treated as the subject matter expert on communications platforms and strategies, and must be experienced with and comfortable using a wide range of relevant and effective social media and other mass communications tools. Candidates with demonstrated ability to deliver strategically-designed communications and

outreach activities and outcomes, including through innovative and effective use of social media and the latest technologies to recruit international students and increase brand recognition, are preferred.

SALARY AND BENEFITS

The salary range for this position is between \$45,000 and \$55,000 for qualified candidates, with the possibility of incentive after 12 months. TIEC offers a generous package of benefits.

APPLICATION PROCEDURES

To apply for the position, submit:

- A cover letter listing qualifications and how they relate to the position responsibilities.
- A current and detailed résumé that reflects both months and years of positions held.
- Writing or project samples.
- Names of 2-3 references, including job titles and contact information (addresses, telephone numbers, and email addresses).

Submit all materials for the position to:

Dr. Terry Simon
Director
Texas Intensive English Program
1103 West 24th Street
Austin, TX 78705-4603

Email: terry.simon@tiec.org

Tel: (512) 477-4511