

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 lead our Texas Intensive English Program's growing communications outreach team. 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 TIEP's profile through engaging outreach strategies. The position is currently open, and we will give preference to those qualified candidates able to start by October 15, 2017.

POSITION DESCRIPTION

Reporting to the TIEP Director, the Communications and Outreach Coordinator will:

- Develop and coordinate an effective broad-based communications strategy for TIEP via web, print, and social media, including communication with prospective students, current students, former students, study abroad agencies, sponsoring agencies, U.S. and non-U.S. higher education institutions, and other organizations likely to be viable sources of students.
- Ensure that all TIEP marketing information is clear, engaging, complete, current, and accurate, including reviews and promotions, and information about admission requirements, fees, academic program and calendar, student services, and facilities; and ensure that TIEC is well-represented across diverse and relevant social media platforms.
- Identify and create opportunities to promote TIEP locally and internationally both in-person and via electronic media
- Recommend and implement effective marketing and promotional programs.
- Supervise and manage outreach staff.

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, as well as outreach and/or marketing. 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
Fax: (512) 322-0592

The Texas International Education Consortium is an Equal Opportunity Employer.