

**Position Description Form**

**Job Title:** Senior Program Officer

**Reports to:** Director – Fulbright Student Program Outreach

**Division:** D600 – OVP/Student Exchanges

**Department:** Student Exchanges

**Purpose of Position:** Manage the organizational, technical and administrative aspects of the Fulbright Student Outreach initiative; including marketing, publicity and outreach to targeted audiences. Increase and maintain public understanding of the value and importance of Fulbright, while positioning the Fulbright Student Program to attract a diverse pool of potential applicants. Manage Fulbright Alumni Ambassadors Program, funded by the IIE Board of Trustees and Department of State.

**Responsibilities:**

*Strategy/Planning*

- Collaborate with senior staff to develop and implement an overall outreach strategy for promoting the student program to broader audiences, including plans specifically targeted in two areas: alumni and social media.
- Support liaison with IIE senior management on all aspects of Fulbright outreach and publicity, including press.
- Oversee maintenance of outreach-related database(s), including those focused on outstanding alumni, media tracking and program supporters.

*Public Awareness/Campus Outreach*

- Arrange Fulbright presence at appropriate events, including academic conferences and other recruitment and promotional opportunities.
- Represent the program at meetings and outside activities upon request, including presentations to potential applicants and relevant faculty.

*Alumni Outreach*

- Collaborate with the outreach team to develop and implement an overall outreach strategy for utilizing alumni in Fulbright outreach, including further development of the Alumni Ambassador Program.

- Manage IIE's contacts with all program Alumni and begin identifying them for a wide variety of activities. Track alumni in various ways and elicits their contributions to print and web media.
- Work closely with the Bureau of Educational and Cultural Affairs and IIE staff to ensure the Fulbright Alumni database is robust and can cater to a wide variety of events from identifying accomplished Fulbright Alumni with new recognitions to selecting a Fulbright Alumnus to give a presentation at a US campus. Will assist as a liaison with Alumni.state.gov
- Work closely with IIE's Public Relations team and Outreach's Team in getting significant and targeted press for Fulbright Alumni; responsibilities will be to write and prepare bios and other promotional documents.

#### *Social Media Outreach*

- Collaborate with the outreach team to develop and implement an overall outreach strategy for Fulbright's Social Media for the following audiences: (1) prospective students; (2) current Fulbrighters; and (3) Fulbright Alumni.
- Collaborate with outreach team and other stakeholders to develop and maintain a work plan for several social media sites, including Facebook, Linked-In, Twitter, and other media sources as they appear in this fast pace industry.
- Work closely with IIE's social media Community of Practice and web site staff to ensure a clear partnership and a sharing of resources.
- Work closely with other Fulbright divisions to incorporate social media projects in a variety of Fulbright activities, including gateways and enrichment seminars.

#### *General/Administrative*

- Develop and maintain cordial and productive relations with program sponsor representatives; ensure smooth coordination and follow-up with sponsor as necessary.
- Oversee timely preparation and submission of reports and other documents required as part of the program agreement or per request of the sponsor.
- Monitor administrative and program expenses.

#### **Qualifications:**

- BA in related field
- Minimum 4 years of relevant experience in marketing/outreach/ public relations
- Excellent communication and interpersonal skills, written and oral
- Flexibility in working with diverse audiences
- Ability to travel as extensive domestic travel is required
- Demonstrated creativity and knowledge of basic design principles
- Knowledge of U.S. Government-sponsored exchange programs and related issues
- Strategic planning and analysis skills
- Familiarity with U.S. and international university systems

- Computer aptitude; familiarity with database applications and desktop publishing a plus
- Ability to organize, prioritize and execute a variety of tasks under strict deadlines
- Attention to detail, aptitude with figures and ability to operate within a set budget

*The Institute of International Education is an Equal Opportunity Employer.*

**No telephone inquiries, please.** If interested in applying, please send resume and cover letter to [HR-NY@ije.org](mailto:HR-NY@ije.org) or fax to (212) 984-5528. Please indicate your salary requirements with your application.