



Senior Educational Adviser Position Description

Job Title: Senior Educational Adviser

PURPOSE OF POSITION:

Senior EducationUSA Adviser (100%)

Actively promote U.S. higher education throughout México by offering accurate, comprehensive, objective and timely information about educational opportunities in the U.S. and guidance to qualified individuals on how best to access those opportunities. Carry out daily management of advising center to ensure efficient and effective delivery of services to the public. Seek out and develop innovative tools to promote U.S. higher education and reach out to non-traditional audiences. Liaise with U.S. institutions of higher education to facilitate recruitment and admission of Mexico students and increase student mobility.

PRINCIPAL RESPONSIBILITIES (40 hrs/week):

% Time Spent	Principal Responsibilities: (Of primary importance and/or large percent of time)
50	Carries out full range of educational advising activities, as described by comprehensive center standards, established by ECA/A/S/A for center certification. These activities should align with the host institutions priorities, as long as they don't pose conflict of interest. See attached.
15	Promotes and supports all US Government programs in support of exchanges.
15	Cooperates and liaises with partner organizations including local educational institution, U.S. –based higher education institutions and local stakeholders.
10	Coordinates EducationUSA social media platforms.
10	Supports and coordinates the U.S. Embassy in Mexico's 100,000 Strong Strategic Plan by developing a working platform to strengthen institutional partnerships.

- A. Carries out full range of educational advising activities, including group and individual advising, electronic advising, outreach, workshops, public speaking, special events, and annual pre-departure program.**

The Senior Educational Adviser informs the public about educational opportunities in the United States, providing information about programs of study at all recognized accredited institutions of higher education in the U.S., publicly and privately-

sponsored financial aid opportunities, and pre-departure preparation. He/she should make use of all reference books and materials, including catalogues, and informative handouts in the advising center, as well as the tools and resources made available on websites.

The Senior Educational Adviser must ensure the timely and accurate response to all advising inquiry types (e-mail, telephone and in person) related to U.S. education. The Adviser should regularly assess the center's efficiency and effectiveness in responding to the public and modify the center management and services accordingly.

Per ECA/A/S/A guidelines, the Adviser should organize and carry out regular (weekly) orientations to the general public, providing an overview of U.S. higher education. Note: Frequency of orientation is subject to change per REAC recommendations and Adviser assessments.

Per ECA/A/S/A guidelines, the Adviser should provide introductory advising services and materials (particularly those provided by ECA/A/S/A) on U.S. higher education free of charge, and may charge appropriate fees for specialized services.

In carrying out educational advising activities, the Senior Educational Adviser

- Communicates appropriately with students in person, telephone and/or email to respond to educational inquiries.
- Conducts personalized advising in one-on-one advising and group sessions.
- Encourages qualified students to pursue academic goals at U.S. institutions.
- Follows up with interested students with personalized information regarding their academic goals.
- Offers all available advising center services to all interested students.
- Contacts alumni of U.S. colleges and universities to participate in advising center activities.

The Senior Educational Adviser will also be responsible for supervising the Advising Center staff, including the Office Assistant and Interns.

B. Promotes U.S. higher education and EducationUSA services throughout Mexico, the surrounding areas, and through social media platforms.

In an effort to promote opportunities for U.S. study and the services provided by EducationUSA, the Adviser

- Develops an annual plan to conduct outreach activities throughout Mexico and surrounding areas.
- Maintains contact with high school counselors, university exchange administrator, admissions testing organizations, local government entities, financial aid providers and other international education organizations to promote EducationUSA services and arrange visits to schools to present to prospective students.

- Reviews, prepares and updates presentations and materials using tools such as PowerPoint presentations.
- Researches information resources and websites used by students to find information about U.S. higher education and encourages that these organizations promote EducationUSA services.
- Organizes activities for the annual International Education Week.
- Works daily to update and improve on EducationUSA Mexico's social media platforms, such as Facebook, Twitter, and the country website.

C. Maintains organization of advising reference library, keeps reference materials up-to-date, prepares presentation materials and informative documents, and keeps current the advising section of host institution website.

The Senior Educational Adviser must keep current on information about U.S. admissions procedures, including but not limited to admission exam administration, student visa regulations and procedures, and academic program and field of study trends. He/she must ensure that all center reference materials are current, involving regular review and improvement of presentations and informative documents, and that all materials are logically organized and accessible to the public. He/she should also assess the use of technology in the advising process, identify mechanisms to improve electronic advising services and make use of new programs and technology available to the center.

The Senior Educational Adviser is responsible for coordinating with the Host Institution on the advising section of the website, ensuring that information is accurate and up-to-date.

D. Liaise with U.S. institutions of higher education to facilitate recruitment and admission of students and increase student mobility.

In an effort to inform U.S. college and university administrators about the local educational system and opportunities for recruitment, the Senior Educational Adviser should

- Prepare an overview of the advising center and bilateral student mobility, using statistics from the IIE Open Doors annual report.
- Research recruitment opportunities for U.S. colleges and universities.
- Keep abreast of changes in local educational system, which may influence student mobility.
- Meet with visiting U.S. college and university admissions and recruitment staff.
- Conduct presentations to groups of U.S. college and university staff participating in local educational fairs, as requested by fair organizers.

E. Liaise with local partner organizations.

In an effort to increase student mobility and promote the services of EducationUSA, the Senior Educational Adviser, with the support and direction of the supervisor and Public Affairs Section, should

- Maintain regular communication with other host institution staff, partner organizations, including the Public Affairs, Consular and Commercial sections of the U.S. Embassy; PeaceCorps, USAID and other organizations.
- Identify platforms to collaborate with partner organizations to promote prospective programs.

F. Maintains standards established by ECA/A/S/A for certification of educational advising centers and in accordance with ECA compliance regulations for annual educational advising grant.

- Complies with the *Principles of Ethical Practice in Overseas Educational Advising*.
- Annually submits project proposals and sets book order, plus extra materials, to REAC as ECA/A/S/A budget allows.
- Participates in the regional network of advising centers through the REAC-regional listserv and in professional development programs including REAC site visits, regional conferences and country workshops.
- Keeps statistics, and submits monthly statistical and narrative reports on the EducationUSA Advisers website by the tenth of each following month, submits quarterly statistical and narrative reports to Host Institution Supervisor and Public Affairs Section.
- Commits to professional development. Consults with REAC for professional development plan.
- Updates center profile and country fact sheet on the EducationUSA Advisers website.

G. Supports and coordinates the U.S. Embassy in Mexico's 100,000 Strong Strategic Plan by developing a working platform to strengthen institutional partnerships.

- Liaise with public and private sector institutions to create organizational-level alliances that promote international student exchange between the United States and Mexico.
- Coordinate events (such as reunions and alumni organizations) to promote broad interest in educational exchange programs between U.S. and Mexico universities.
- Serve as host and provide consultative guidance for visits made by United States institutions to Mexico institutions.
- In collaboration with U.S. Embassy staff, provide information about the U.S. educational system to different stakeholders in Mexico, including public and private sectors.
- Act as a technical assistant to U.S. Embassy staff in establishing relationships between U.S. Government entities and <country>n education sector stakeholders.

KNOWLEDGE AND SKILLS:

- Education: Minimum of an undergraduate degree related to region, preferably from an accredited U.S. college or university; Master's degree, desirable
- Comprehensive understanding and ability to describe and compare U.S. and Mexico educational systems.

- Knowledge of both U.S. and Mexico cultures with experience living, working, or studying in both.
- 3-5 years of professional experience, preferably in international education, program management, international relations, public relations or other related field.
- Fluency in spoken and written English and Spanish.
- Strong interpersonal communication, analytical, written and oral presentation skills.
- Demonstrated ability to use suite of desktop applications, social media and other web tools.
- Strong organizational, problem solving, and time management skills.
- Ability to work effectively in a team environment.
- Supervisory and training experience.
- Ability to forge connections and work cooperatively with partners and stakeholders from various sectors.

DECISION MAKING:

The Senior Educational Adviser works independently and uses judgment and discretion in providing information to students.

SUPERVISION RECEIVED:

For Educational Advising responsibilities: The Educational Adviser reports directly to <supervisor> and should consult with him/her for concerns related to center management and other responsibilities. The REAC and the Public Affairs Section provide support to the Educational Adviser and should be consulted with for all questions related to educational advising and Department of State programs.

EVALUATION:

The Senior Educational Adviser is subject to an annual performance evaluation under supervisor and Cultural Affairs Officer at the U.S. Embassy in Mexico. REAC will assess supervisors in the process.

Contact:

Send cover letter in English and Spanish, CV, copy of official transcript of highest degree earned and the contact information for three job references to Alma Calderon, Director of Administration, alma.calderon@comexus.org.mx.

For more information on COMEXUS please go to www.comexus.org.mx