AIEA: Assistant Director, Communication Strategy and Outreach
Updated July 2022

Occupational Summary

The Assistant Director for Communication Strategy and Outreach of the Association of International Education Administrators manages and implements strategic communication processes that build relationships between AIEA, our members, and other stakeholders. This position is responsible for communication strategy for the organization – which also encompasses member outreach and retention. The Assistant Director for Communication Strategy and Outreach reports to the Associate Director.

Note: The Association of International Education Administrators is an international professional association of over 800 members from around the United States and in other countries. Members are senior leaders (i.e. Vice Provosts, Vice Presidents, Deans) in international education.

Location: The AIEA Secretariat is located in Durham, NC but will become fully remote in April 2023. This is a remote position.

Compensation: Minimum salary: $55,000 annually. Competitive benefits package including paid time off, sick leave, professional development funding, health/vision/dental insurance, tuition assistance, and a flexible work environment.

GENERAL POSITION DESCRIPTION

Communication Strategy:
- Develop annual communication plan; implement plan.
- Develop and implement campaigns around AIEA conference, signature programs, publications, awards, leadership nominations, membership, and other events that may arise.
- Develop and maintain lists of potential members, international education organization contacts, and other relevant stakeholder data
- Manage social media, press releases, mailing lists, and relevant website content.
- Track, analyze, and report on performance of all communications, online advertising, and website, produce reports on this information as needed
- Monitor metrics and trends within the industry.
- Other projects/assignments as needed.

Outreach:
- Manage member services and membership processes for AIEA.
- Develop and execute plan for maximizing engagement of members
- Implement new member onboarding process
- Track and report membership data; maintain database of members
- Develop and implement member relations plan, including member recruitment/growth, retention, and re-engagement strategies
- Recommend CMS platforms if needed; manage relationship with CMS platform and
training of other staff

• Make regular member and non-renewed member calls.
• Recruit members from diverse institution types, from within and outside the U.S., and from a variety of backgrounds.
• Other projects/assignments as needed.

AIEA Governance:

• Serve as liaison to AIEA committees and taskforces as needed.

Supervise Student Workers and Volunteers:

• Hire, evaluate, and supervise any membership or communications-related volunteers

QUALIFICATIONS

Skills and Knowledge required

• Strong communication/PR background
• Experience creating and executing communication strategic plans
• Strong ability to recruit and maintain members
• Excellent organizational and interpersonal skills; ability to work harmoniously with other staff and senior leaders
• Strong ability to learn new software/programs, processes, and procedures
• Ability to prioritize work under multiple deadlines and to work successfully with minimal supervision with positive attitude
• Excellent analytical, written, and verbal communication skills
• High level of professionalism
• Flexibility and adaptability in a team environment
• Customer service mentality and willingness to go the extra mile for members
• Ability to self-motivate, take initiative, and multi-task
• Proficiency with the Microsoft Office suite (i.e., Word, Excel, Powerpoint). Experienced in producing, editing, and uploading digital content to social media sites such as Facebook, Twitter, LinkedIn, Hootsuite, etc.
• Graphic design experience highly desired
• Experience with member associations highly desired

Qualifications

• Bachelor degree (in a field related to communications or business preferred). Master degree desirable
• Experience in creating/implementing communication strategy
• Willingness to work on a small team (five staff members) which means wearing multiple hats.

How to apply:

Send resume and cover letter to info@aieworld.org by August 15, 2022
About AIEA

The Association of International Education Administrators is a member organization that equips leaders to shape the future of higher education in a global context.

*AIEA members come from a variety of backgrounds, and so do we. We intentionally cultivate a diverse team not only because it is the right thing to do, but because we believe that a variety of perspectives and experiences make us a stronger team. If you share the values of AIEA, you will find a home at AIEA.*