

## ADMINISTRATIVE PROCEDURE NO. 454

# THE ROLE OF THE PROGRAM MANAGER - INTERNATIONAL SERVICES

### Background

The Program Manager of International Student Services provides administrative and managerial services for the Superintendent, Associate Superintendent-Student Services, and Division in all areas related to international student services. The Manager reports to the Associate Superintendent-Student Services and is responsible for the following areas.

### General areas of responsibility:

1. General Manager of the program;
2. Develop, maintain and execute an international marketing plan for RDCRD;
3. Identify and develop key partnerships in international activities with other agencies in Central Alberta (Red Deer College-Red Deer Public);
4. Act as the liaison with the Alberta International Student Program and Alberta Education in the area of international students services;
5. Development of Three Year budget plan;
6. Budgeting - short and long term planning for growth;
7. Develop marketing and recruitment materials. Coordinate marketing initiatives including website development, print resources for the program and for schools.
8. Attend international conferences and student fairs to attract students and agents to our Division;
9. Coordinate links with Embassies and Consulates as part of marketing strategy;
10. Liaison with school-based personnel who are our links to the program;
11. Coordinate the Homestay Program in conjunction with the Red Deer International Education Alliance;
12. Assume guardianship for all under-age students as necessary; and
13. Review all applications and administer applications in conjunction with school liaison.

Specific duties would be determined in consultation with the Senior Administration designate responsible for the Division international program.