



# ASSIST

Connecting America's finest schools  
with the world's leading scholars

## Director of International Scholar Recruitment

Suffield, Connecticut

July 2023

### Overview

For 54 years, ASSIST (American Secondary Schools for International Students and Teachers) has been a non-profit organization connecting high-performing international scholars with some of the finest American independent secondary schools for year-long scholarship programs. The overarching belief is that the establishment brings together future American leaders and future leaders of other nations, making a substantial contribution toward promoting understanding and tolerance of cultures, racial designations, and religious beliefs. After completing an ASSIST year abroad in the United States, Scholars return to their home countries to finish secondary school and share what they've learned with their home communities.

### Mission

*ASSIST creates life-changing opportunities for outstanding international scholars to learn from and contribute to the finest American independent secondary schools to promote mutual understanding, cultural interchange, and global citizenship.*

Founded in 1969 by the late Paul G. Sanderson, a visionary American educator among the first to conceive of the benefits of an international educational community for American independent secondary schools, ASSIST began with just 13 students. In the four decades since, the organization has created an educational and cultural exchange program that continues to bring deserving and talented young men and women to study in the United States. Over time, programmatic advances and development have only strengthened ASSIST's original mission: to



discover, place, and support outstanding international students in American independent schools of stature. ASSIST benefits from the talents, experience and wisdom of a 27-member Board of Directors that partners with the organization's President and team of eight. ASSIST continues to grow and evolve as an organization and expects to broaden its educational and global impact in the next decades.



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The legacy of ASSIST is long-lasting, creating connections among international achievers and their American peers, teachers, and host families. One goal of the program is to create a worldwide circle of future leaders, and ASSIST's breadth has allowed more than 5,800 students from 52 countries to develop leadership and cultural fluency. In a typical year, ASSIST recruits students from over 20 countries, including Germany, Switzerland, Sweden, Spain, Czech Republic, Moldova, Hungary, Poland, the Republic of Georgia, Bulgaria, Croatia, Lithuania, Serbia, Slovakia, Austria, Turkey, Palestine, Vietnam, Somaliland, and Ukraine.

Schools and scholars alike benefit from participating in ASSIST; scholars are academically high performing and are expected to be cultural ambassadors and strong contributors to their American school communities. Schools benefit from the diversity and unique experiences of the scholars, who enrich their communities. Each member school offers at least one scholarship to an ASSIST scholar, and many schools offer opportunities to help multiple scholars.

### **The Position**

The **Director of International Scholar Recruitment (DISR)** will lead, manage, and execute the organization's global recruitment strategy and plan. The Director is principally responsible for working with ASSIST's overseas colleagues in 18 partner countries to guide the achievement of the organization's long-term and short-term enrollment goals and overseeing all aspects of annual international recruitment from inquiry to enrollment. This new role reports to Martin Milne, ASSIST's President, and will work in the organization's Suffield, CT office at least three days per week, with the option of working remotely the remainder of the time.

Candidates for the position will hold a minimum of a bachelor's degree and will have experience in admissions and marketing. They must enjoy working with a small, highly motivated team whose collective belief in the mission and reliance on teamwork drive the enterprise. They will need to be collaborative, strategic, goal-oriented, entrepreneurial, and able to execute. Excellent leadership and management skills and the ability to listen and understand the needs of colleagues from different cultures are critical, as the Director will be leading and managing colleagues from 18 countries. International experience is highly desired, and strong written and oral skills are required.



Candidates will be talented professionals, passionate about and committed to fulfilling the aspirational mission of this unique organization. With no school buildings, teachers, or students to observe as part of the daily flow of work, a true conviction in the value of international student



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exchange and an appreciation and understanding of independent schools provides inspiration for the successful candidate. An understanding for managing the scholar application process, an appetite for and comfort with international travel, entrepreneurial instincts, and cultural competency in working with international partners, alumni, and parents are additional ingredients for success in this role.

### **Essential Duties and Responsibilities:**

- Increase, deepen, and diversify overseas candidate pools from approximately 800 applicants currently to 1500 applicants by 2027.
- Partner with ASSIST's creative agency to help lead the development of a comprehensive global marketing and communications strategy to drive awareness of ASSIST in key markets.
- Develop, coordinate, and support annual marketing and recruitment plans with country coordinators to meet annual applicant goals.
- Increase partial scholarship applicant numbers in core markets, e.g., Austria, Germany, Spain, and Sweden and seek new markets for partial scholarship applicants.
- Develop and implement a comprehensive strategic enrollment plan to differentiate the organization's unique brand and position in the market.
- Identify opportunities and make recommendations to the Scholars committee and the President for expansion into new countries according to our mission and strategic plan.
- Develop new partnerships that will enhance the applicant pool.

### **Additional Duties and Responsibilities**

- Advise President and Board of Directors on international market trends and trends in international student recruitment in independent schools to ensure informed decision-making and strategic planning for short-term and long-term enrollment.
- Develop, own, and manage interview schedules and provide support to overseas interview teams and country coordinators.
- Lead, along with President, the annual scholarship decisions process.
- Manage SchoolAdmin database throughout inquiry, application process, and enrollment.
- Collect and communicate admissions and enrollment data; maintain statistics regarding inquiries, applications, diversity, and enrollment.
- Serve as staff liaison to the Board's Scholars Committee.
- International travel is required to meet with overseas colleagues and participate in interviews.
- Have fun working for a non-profit mission-driven organization.



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Start date is somewhat flexible and can be as early as June 15, 2023 with the hope that the appointee will be in place by mid-July.

### **How to Apply**

Feel free to contact the consultant confidentially if you're considering applying. Please do not contact ASSIST directly. Applicants will need to send a resume/CV, letter of intent, and later, a list of five references with contact information (references will not be contacted until the candidate is notified) to:

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