



EducationUSA Advisor Job Description

About AmCham

Established in 1973, the American Chamber of Commerce in Singapore (AmCham) is the largest international business association in Singapore, representing nearly 550 member companies and over 5,000 senior business executives. AmCham is a non-partisan business-progressive Association. Our mission is to promote the interests of AmCham members in Singapore and the region by providing advocacy, insights, and connections through our programs, events and publications.

About the Role

EducationUSA is a U.S. Department of State network of over 430 international student advising centers in 178 countries and territories. The network promotes U.S. higher education to students around the world by offering accurate, comprehensive, and current information about opportunities to study at accredited postsecondary institutions in the United States. EducationUSA also provides services to the U.S. higher education community to help institutional leaders meet their recruitment and campus internationalization goals. EducationUSA is the official source on U.S. higher education. EducationUSA.state.gov

Major Responsibilities

The EducationUSA adviser, in coordination with the U.S. Embassy/Consulate, host institution, and/or REAC, carries out the following educational advising functions. The employee works in collaboration with and under the general supervision of EducationUSA host/post supervisor. The job responsibilities include, but are not limited to the following:

1. Propose and execute a plan to expand the EducationUSA contact database and/or increase Instagram followers, Facebook likes, or other social media reach by conducting and enhancing outreach to get more students.
2. Minimum outreach includes at least one quarterly e-mail campaign to the Embassy's existing CRM list and at least one original social media post per month, in addition to publishing the social media posts provided by EducationUSA. All email campaigns and social media posts will be vetted and approved by the Embassy before posting.
3. Manage inquiries coming to the center.
4. Create and maintain relationships with current school college counsellors (or equivalent) in Singapore and U.S. university admissions representatives when appropriate (e.g., when they visit or reach out to EducationUSA); contact data and history recorded in the EducationUSA Singapore database.
5. Codification of processes and best practices (e.g., including email templates, weekly processes, event organization guides)
6. Maintenance and building of resources / IP (e.g., contact lists of key resources such as university contacts)
7. Conduct an average of 50 individual advising engagements per month, possibly more in the fall, including correspondences with regular advisees to guide them through the application process. These engagements may be over Zoom, phone, e-mail, or other Embassy approved channels.
8. Create and execute at least 10 in-person, hybrid, or virtual events over the 12-month performance period that share information with relevant audiences (students, parents, teachers, counsellors, local and national governmental organizations, and U.S. higher education admissions representatives). Work with the Embassy to convert these events to

videos and social media posts to be posted on the EducationUSA website and social media channels.

9. Coordinate with event organizers and represent EducationUSA at large scale outreach events and fairs. During the busy season in spring into summer, EducationUSA receives around 5 invitations a month for college and career fairs, post-graduate fairs, or other large education-related events. Coordinate with the Embassy for presentation content, marketing resources, and personnel back-up as needed.
10. Record keeping (e.g., client lists, status update) for processes and systems
11. Weekly activity report for events (e.g., content, participation, key outcomes)
12. Monthly activity report, including the following statistics:
 - a. Inquiries
 - b. Social media engagement
 - c. Visitors and individual engagements
13. Quarterly reports on:
 - a. Results and progress update
 - b. Marketing summary and outcomes
 - c. Visitor/ stakeholder feedback and improvement opportunities (e.g., NPS)

Qualifications

- **Education:** Direct experience with the U.S. system of higher education is preferred. Graduate education is preferred with either undergraduate and/or graduate education from a U.S. university, preferably in counseling, education, language, international affairs, information science, social sciences, humanities, or areas related to business. Knowledge of the United States educational systems is required. Proficiency in English is required. Excellent communication skills in English is required. Experience in advising or university administration with international students and professionals helpful.
- **Competent computer skills:** word-processing, e-mail, PowerPoint, use of Excel spreadsheets and databases is preferred. Ability to manage social media: website, Facebook, blogs, Twitter; familiarity with on-line conferencing tools
- **Managerial skills:** planning, budgeting, supervising, and training are core skills that are required. Must be able to multi-task and meet deadlines set by U.S. Embassy/Consulate, host institution, and/or REAC.
- **Other skills and attributes:** interviewing, oral presentations, proposal and report writing, and customer service orientation.

To Apply

Qualified applicants are invited to email a detailed resume, availability and salary expectation to XCL Education at kc@kerryconsulting.com. Only shortlisted candidates will be contacted upon selection. Interested individuals are strongly encouraged to submit their applications as soon as possible.