



Summary

The position is full-time, 48 hours a week.

Starting Date: Immediate

Department: EducationUSA Advising Center (Asesoría Estudiantil)

Host Institution: Centro Cultural Paraguayo Americano

Reports to: Host Institution

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 and www.educationusa.org.py

Major Responsibilities

The EducationUSA adviser, in coordination with the host institution: Centro Cultural Paraguayo Americano (CCPA), the U.S. Embassy, and the Regional Educational Advising Coordinator (REAC), carries out the following educational advising and managing functions. The employee works in collaboration with and under the general supervision of EducationUSA host/post supervisor and REAC. The job responsibilities include, but are not limited to the following:

1. Promote U.S. higher education and EducationUSA services throughout Asuncion and other cities in Paraguay.
2. Carry out a full range of educational advising activities, including group and individual advising, electronic advising, outreach, workshops, public speaking, special events, and annual pre-departure program.
3. 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 interested in studying in the U.S.
4. Maintain organization of advising reference library, keep reference materials up-to-date, prepare presentation materials and informative documents, and keep current the advising section of host institution website.
5. Manage inquiries coming to the center, answering the phone and responding to emails and walk-ins.



6. Create and maintain relationships with current school and college counselors (or equivalent) in Paraguay 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 Paraguay database.
7. Codification of processes and best practices (e.g., including email templates, weekly processes, event organization guides)
8. Maintenance and building of resources (e.g., contact lists of key resources such as university contacts, Paraguay's Video Library, Google Drive Folders)
9. Conduct an average of at least 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.
10. 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, counselors, 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.
11. Coordinate with event organizers and represent EducationUSA at large scale outreach events and fairs. Some of the EducationUSA events include the annual EducationUSA Fairs, International Education Week, Opportunity Funds and Fulbright Calls.
12. Record keeping (e.g., client lists, status update) for processes and systems
13. Weekly activity report for events (e.g., content, participation, key outcomes)
Monthly activity report, including the following statistics:
 - a. Inquiries
 - b. Social media engagement
 - c. Visitors and individual engagements

Quarterly reports on:

- a. Results and progress update
 - b. Marketing summary and outcomes
 - c. Visitor/ stakeholder feedback and improvement opportunities
14. Coordinate the Opportunity Funds and Competitive College Club Cohort Programs.
 15. Maintain 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.
 16. Assist with any other EducationUSA assignments, including hiring and training new staff members.



Required Skills/Qualifications

- Education: Direct experience with the U.S. system of higher education.
 - A bachelor's or graduate degree from a U.S. university.
 - Knowledge of the United States educational systems.
- Proficiency in English and Spanish: Excellent communication skills in English and Spanish.
- Competent computer skills: word-processing, e-mail, PowerPoint, use of Excel spreadsheets and databases.
- 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, host institution, and/or REAC.

Preferred Skills/Qualifications

- Experience in advising or university administration with international students and professionals.
- Other skills and attributes: interviewing, oral presentations, proposal and report writing, and customer service orientation.
- Ability to manage social media: website, Facebook, blogs, Twitter; familiarity with on-line conferencing tools

To Apply

Qualified applicants are invited to email the following application materials:

- A detailed resume
- Cover letter including availability and salary expectation
- Two professional letters of references including: name, organization, position, phone, email and years known.

Please send these application materials to:

- educationparaguay@state.gov
- rrhh_asist@ccpa.edu.py
- paraguay@educationusa.org

Interested individuals must submit their application by July 11th, 2022.