



Director of International Tours – Job Description

OVERVIEW

The Director of International Tours is the face of our business. You will be involved in all aspects of the business but, most importantly, be tasked with filling our team rosters for our Summer International Tours.

DUTIES AND RESPONSIBILITIES

1. **FIRST CONTACT** – You will serve as the first contact with our potential customers. This involves communicating with prospects and their families via text, e-mail, social media, and phone to establish a line of communication, develop a working relationship, and portray a positive image of STUDENTathleteWorld (SaWUSA).
2. **DATABASE MAINTENANCE** – We use our custom-built CRM to manage our contacts and the processes of connecting with them. You will help athletes navigate our robust online application portal. This involves constant communication with potential clients to get their videos and letters of recommendation uploaded to their application and to schedule a formal video interview.
3. **VIDEO INTERVIEWS** – This is the most important aspect of this position. You will conduct 30-60 minute video interviews with each candidate (and their families) for an International Tour. During these interviews, you will get to know each candidate and talk about the benefits of going on tour with us. Ultimately you will accept or deny each applicant and then follow up to encourage accepted athletes to pay their deposit to join a tour.
4. **SOCIAL MEDIA** - You will be the face of the businesses on social media and use these accounts to communicate with current customers and also to find and interact with new potential customers. You will develop an online personality of the business that matches our mission statements.
5. **TRAVEL** – In the Summer, you will travel on our tours and lead our team of coaches and athletes.
6. **OTHER DUTIES** - You will also be asked to perform many duties as assigned. These include, among others, cold calling prospects, following up with past clients, etc.

QUALIFICATIONS

- Experience with coaching and recruiting athletes, college coaching experience is preferred.
- Experience and a proven track record in B2C sales.
- Experience and expertise in marketing.
- Experience and expertise in social media.
- Knowledge and expertise in many different forms of technology. The ability to use technology to work efficiently.
- Outgoing and personable with the ability to communicate well to both STUDENTathletes and parents.
- Ability to work remotely, mainly without supervision, and communicate with our team via e-mail, phone, and video chat effectively.
- Extremely strong work ethic.
- Passion for International travel and helping kids.



WHAT WE ARE LOOKING FOR

For this position, we have great expectations. We want someone that we see growing with our company. We want someone that can communicate very well. We also want someone that shares our passions for what we do and can add to the positivity and excitement of our work environment. We want someone who can come up with new ideas and implement them without having to have their hand held. It also is important to us that the person filling this role has an 'I'll find a way and get it done' approach to work. We want you to live, learn, adapt, try, try again, get better, do, move on, etc. A willingness to grow personally and professionally is an absolute expectation of working here. This involves learning new techniques, reading and researching better ways to solve problems, and having a passion for being the absolute best at what we do.

ABOUT STUDENTathleteWorld (SaWUSA)

STUDENTathleteWorld is unique by design. We are not corporate America. We are not an app. We are not a marketing machine. We also are not a local mom-and-pop shop either. STUDENTathleteWorld was founded in 2009 and takes youth, high school, and collegiate athletes on foreign sports tours. Tim Ryerson is the owner and founder and lives in Fuquay-Varina, NC. While we are a small privately owned company, we have had tremendous success since we began serving clients in 2009. Our annual revenue is around 1.5 million. We have become important players in our industry and our national and international brand awareness is at an all-time high. Our past clients love us and our testimonials speak to that. The future is bright and we are only getting started.

MISSION STATEMENT

SaWUSA provides opportunities for talented and high character STUDENTathletes to act as ambassadors of the USA and represent their country competing in the sport they love on an International stage. We combine the thrill of International athletic competition with the many benefits of foreign travel. Our tours are designed to promote athletic development along with leadership development, personal growth, cultural appreciation, World perspective, patriotism, family bonding, and fun. Simply put, our goal is to create a once-in-a-lifetime experience that is nothing short of 'the coolest thing you've ever done'.

TO APPLY

Please send resume your resume, a letter explaining how you meet our qualifications, and three letters of reference to tim@studentathleteworld.com.

SALARY

Full-time. Negotiable.