

LIPA

THE LIVERPOOL INSTITUTE
FOR PERFORMING ARTS

Job Description

Job Title	Schools and Colleges Liaison Officer
Salary Scale	LIPA Scale 5/6
Responsible To	Head of Widening Participation & Schools/Colleges Liaison
Responsible For	Casual Widening Participation Staff
Number in Post	1
Date Drafted	January 2025

Job Purpose

The post-holder will be part of a small team of staff, who work with schools and colleges to provide outreach and fair access activities, which raise awareness of, and aspirations to, Higher Education and encourage applications to LIPA.

The post-holder will lead on the planning, coordination and evaluation of LIPA's post-16 widening participation initiatives, including the Get Set residential summer school, a portfolio of activities with targeted partner colleges, a pre-audition phone call initiative and regional pipeline activities. These activities proactively aim to raise awareness of and support progression to Higher Education from prospective students from backgrounds that are underrepresented at university level. Activities such as Get Set and work with targeted partner colleges also contain a focus on attainment raising and supporting participants with understanding how to self-prepare for auditions and interviews in our subject areas.

The post-holder will also deliver and support a range of wider recruitment activities with schools and colleges, community groups and select organisations across the UK (and occasionally overseas). These activities aim to promote LIPA directly among audiences such as prospective students, parents/carers, teachers and higher education advisers. The role also involves supporting coordination of LIPA's attendance at several larger scale exhibitions, such as UCAS Create Your Future events and Move It.

In addition, the post-holder is expected to support wider marketing and recruitment activities such as open days, enrolment and graduation and initiatives to market the making performance possible programmes.

Major Tasks

1. To lead on the promotion, coordination, delivery and evaluation of the Get Set (post 16) widening participation summer school, supported by the Access and Schools/Colleges Liaison Manager. This summer school aims to encourage more entrants from low participation neighbourhoods, ethnically diverse backgrounds, and care leavers.
2. To manage relationships with up to ten targeted partner colleges consisting of high proportions of learners from groups underrepresented at Higher Education level. This includes organising and attending relevant meetings with partner colleges and then co-ordinating an agreed programme of mutually beneficial activities in line with our Access and Participation Plan.
3. To coordinate a pre-audition telephone support initiative for applicants to LIPA from low participation neighbourhoods or making performance possible programmes. This will involve planning the schedule for these phone calls, facilitating and designing communications with recipients through our Marketing Team and organising, supervising and supporting student and graduate staff to deliver this service.
4. To set up and co-ordinate post 16 outbound activities in a wider range of further targeted colleges and regional venues across the UK, including: negotiating with staff in the colleges about which mutually beneficial activities to deliver; booking dates, times and staffing; coordinating logistics such as travel and couriering of promotional materials; guiding graduate and student ambassadors in developing the curriculum for workshops; organising risk assessments; and providing guidance on how to claim expenses and complete timesheets.
5. To set up, co-ordinate and organise inbound activities such as visits by college pupils to LIPA. This includes arranging staffing and rooms; communicating with teachers and advisers; organising risk assessments; helping workshop leaders to plan sessions; and providing guidance on how to claim expenses and complete timesheets.
6. To co-ordinate some arrangements related to our attendance at national undergraduate fairs in compliance with LIPA's financial regulations and procedures, including booking stand space and associated equipment and facilities; making accommodation and travel arrangements; briefing staff; organising risk assessments; providing guidance on how to claim expenses and complete timesheets; and ensuring we have accurate feedback post event to inform future planning.
7. To produce and deliver compelling information talks in post-16 schools and colleges and at LIPA about the study of performing arts and making performance possible degree courses, student finance and the application process for applying here.
8. To attend college careers events, parents' evenings and other activities at targeted post 16 schools and colleges across the UK (this duty entails some evening and weekend work) or organise and brief staff to attend these events and other activities at targeted post-16 colleges.

9. To coordinate and attend, where relevant, activities aimed at wider community groups, including activities aimed at those from ethnically diverse backgrounds and mature students.
10. To attend some of our national undergraduate fairs and on occasion, overseas fairs – involving travel and time away from home – where the post-holder will act as LIPA's direct representative, often without supervision, remaining calm in this high pressured environment where multiple enquirers may be queuing, to provide professional and impartial advice on the full range of education, access and application issues, as well as the up-to-date course opportunities within LIPA.
11. To support and develop the tracking, monitoring, evaluation and analysis of widening participation and post-16 schools and colleges liaison activities, including maintaining a schools/colleges contact database and a database of students who have engaged in activities and adding participant and activity records to our online monitoring platform.
12. To prepare marketing and publicity materials with guidance from the marketing team for post 16 activities and to disseminate and evaluate these (e.g. producing mail shots for schools and colleges and using social network marketing).
13. To oversee processes relating to usage of shared event materials, such as prospectuses and banner stands. This includes keeping clear usage records to ensure stock levels are managed effectively and to inform appropriate ordering of new materials.
14. To produce reports and recommendations on the activities above.
15. To cover the Widening Participation and Schools/Colleges Liaison Office, including handling individual enquiries from schools, participants and their families.
16. To deputise for the Access and Schools/Colleges Liaison Manager when necessary.
17. To deliver relevant training, including Safeguarding and Child Protection talks and advice to staff and students as necessary.
18. To support wider LIPA activities in support of student recruitment, including Open Days, enrolment and assisting with processing applications at peak periods.

Common Duties

1. Work flexibly including contributing to work projects of a general nature and providing cover for other staff.
2. Participate in staff appraisals and training programmes as required.

3. Carry out duties at all times with due regard to Data Protection/confidentiality, Equal Opportunities, Health and Safety and other policies as agreed and revised from time to time.

Notes:

This job description will be reviewed annually as part of the appraisal process and may be varied in the light of LIPA's changing business needs. The job description sets out the main duties of the post at the date it was drafted. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed.

Location:

The job is initially located on our main site. However, it may be that from time to time the post holder will be required to work on different duties, or in any other jobs, within their competence, such jobs being in their present or any other location as may be deemed appropriate. In all cases regard will be paid to the qualifications, experience, current duties and responsibilities and personal circumstances of the post holder.

Hours:

37.5 hrs per week.

The post will involve some travel locally and across the UK and some evening and weekend work. Flexible working is therefore required.

Many activities take place during school holidays.

The post-holder may also be required, alongside other widening participation staff, to be present for the duration of our Get Set residential summer school including attendance overnight.

Person Specification – Schools and Colleges Liaison Officer

		To be identified by:
Education and Qualifications:		
A first degree or equivalent qualification	Essential	Application Form/Qualification Certificates
A First Aid qualification	Desirable	Application Form/Certificate
Experience / Knowledge:		
Experience of designing, organising and co-ordinating events and activities	Essential	Application Form/Interview
Experience of evaluating and monitoring events and activities	Essential	Application Form/Interview
Experience of working with young people	Essential	Application Form/Interview
Experience of building strong relationships with new stakeholders	Essential	Application Form/Interview
Experience of giving presentations	Essential	Application Form/Interview
Experience of working with school, college and community groups	Desirable	Application Form/Interview
Skills and Ability:		
Strong prioritising and time management skills and ability to meet deadlines	Essential	Application Form/Interview
Ability to obtain (enhanced) DBS disclosure that is satisfactory to LIPA	Essential	DBS Disclosure Certificate

Strong communication (verbal and written) and interpersonal skills	Essential	Interview
Ability to monitor and evaluate projects	Essential	Interview
Knowledge of schools and colleges liaison work	Desirable	Interview
Excellent administrative skills with the ability to set up, implement and maintain administrative systems	Essential	Interview
Knowledge of the performing arts curriculum at secondary school and post-16 level	Desirable	Interview
Highly computer literate with strong Excel skills, knowledge of ability to conduct mail merges	Essential	Interview
Knowledge of database packages and PowerPoint	Desirable	Interview
Knowledge of social networking marketing	Desirable	Interview
Ability to write in varying styles and assume different tones according to the needs of the project and the target audience	Essential	Interview
Confidence in dealing with a range of people individually and in groups, positively and effectively at all levels	Essential	Interview
A good eye for design and meticulous attention to detail, with a high degree of accuracy	Essential	Interview
A proactive approach to problem solving, with the ability to deal with rapidly changing circumstances and resolve problems swiftly and skilfully	Essential	Interview

Knowledge of widening access and UK Higher Education policies and practices	Desirable	Interview
Personal Qualities:		
Flexibility and ability to think on feet	Essential	Interview
Team Player	Essential	Interview
Enthusiasm	Essential	Interview
Tenacity	Essential	Interview
Self-Starter	Essential	Interview
Current and valid driving license	Desirable	Application Form
Respect for cultural differences	Essential	Application Form/Interview
Commitment:		
To LIPA's Equality and Diversity policies and practice	Essential	Interview
Enthusiasm and flexibility in their role with a 'can do' attitude	Essential	Interview
Passionate about improving the student experience	Essential	Interview
Committed to enhancing the profile of Equality, Diversity and Inclusion	Essential	Interview