

LIPA

Job Description

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| Job Title | International Officer (maternity cover upto 12 months) |
| Salary Scale | LIPA Scale 5 |
| Responsible To | Head of International Recruitment and Marketing |
| Responsible For | No subordinate staff |
| Number in Post | 1 |
| Date Revised | October 2022 |

Job Purpose

To support the International Team in maximising the potential for the recruitment and retention of international students.

Major Tasks

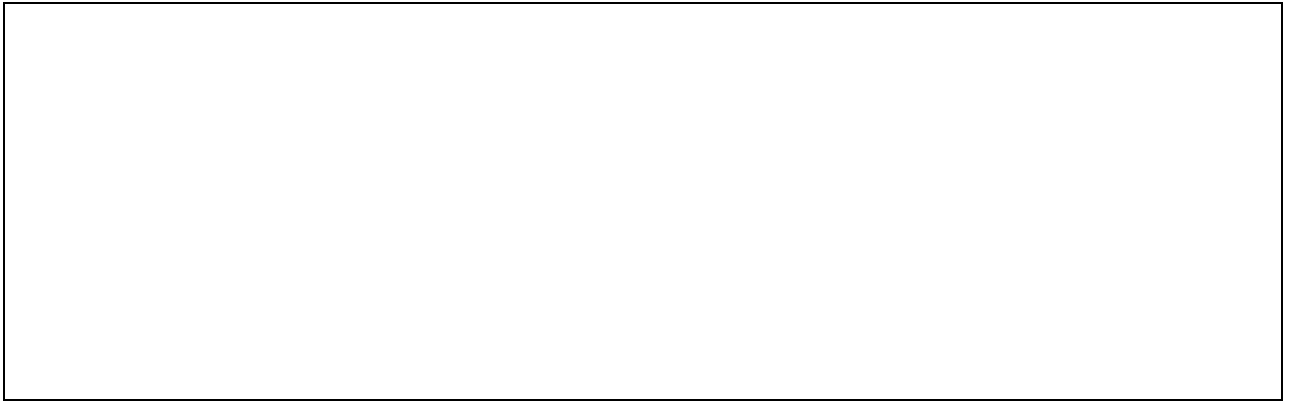
1. Acts as a first point of contact for enquirers wishing to study at LIPA;
2. Processes applications and schedules auditions for international students at audition/interview events online and both in Liverpool and overseas;
3. Attends audition and other recruitment events overseas;
4. Assists the International Team in the creation and execution of web and paper-based marketing materials and in marketing campaigns overseas;
5. Provides clerical and administrative support to the International Team;
6. Provides other support to the International Team as directed by the Head of International Recruitment and Marketing;
7. Assists incoming students in their accommodation and immigration needs prior to arrival. Provides a first point of contact for continuing students experiencing difficulties or requiring administrative support;
8. Administers US Federal Financial Aid Funding with support from the wider team;
9. Undertake duties common to all LIPA staff.

Job Activities

Major Task 1 Acts as a first point of contact for enquirers considering study at LIPA

- 1.1 Responds to enquiries from prospective students;
- 1.2 Delivery of building tours;
- 1.3 Advises potential students on programme choice
- 1.4 Provides information regarding finance and funding, accommodation, immigration etc.
- 1.5 Sends out prospectuses to potential international students.

| Major Task 2 Processes applications and schedules auditions and interviews for international students at audition events both in Liverpool and overseas | |
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| 2.1 | Enters enquirer details onto LIPA's SITS database; |
| 2.2 | Ensures that applications are reviewed by teaching staff in a timely fashion; |
| 2.3 | Maintains an accurate record of decisions on applications and communicates these decisions to applicants; |
| 2.4 | Invites candidates to audition and interview; |
| 2.5 | Provides initial application assessment, checking international qualifications as required; |
| 2.6 | Works to target for international student numbers. |
| Major Task 3 Promotes LIPA at recruitment events in the UK and overseas and via the use of Relationship Marketing | |
| 3.1 | Represents and promotes LIPA at UK and overseas recruitment events; occasionally taking a lead role in relation to health and safety at recruitment events attended by LIPA teaching staff; |
| 3.2 | Creates and executes pre-event marketing plans in association with the International Team, liaises with the Head of International Recruitment and Marketing as needed to identify and make contact with potential feeder institutions; |
| 3.3 | Advises potential candidates on programme choice whilst in attendance at recruitment events; |
| 3.4 | Counsels prospective students as to the benefits of studying at LIPA and perhaps the UK more generally; |
| 3.5 | Advises students as to the financial and immigration implications of studying at LIPA; |
| 3.6 | Researches and liaises with current and potential recruitment agents based overseas with support from the International Manager; |
| 3.7 | Supports the International Manager in maintaining strong relationships with agencies overseas and meets with them where appropriate; |
| 3.8 | Delivery of presentations (both online and in person) on a range of topics relating to international education opportunities and LIPA; |
| 3.9 | Organises all aspects of overseas trips when required, with support from the wider team; |
| 3.10 | Provides trip reports for overseas trips, evaluating their effectiveness and offering suggestions and recommendations for future trips. |



Major Task 4 - Assists the International Team in the creation of web and paper-based marketing initiatives

- 4.1 Work with the team to ensure the international section of the LIPA website is accurate, up to date and meeting the needs of prospective students, including fee information, financial aid options and immigration;
- 4.2 As necessary work with the Head of International Recruitment and Marketing on the creation of paper based marketing material to support recruitment activity;
- 4.3 Proof reads text for the website/prospectus and any other marketing material;
- 4.4 Researches and organises, where appropriate, International press opportunities for LIPA.

Major Task 5 - Provides clerical and administrative support to the International Team

- 5.1 Prepares letters and reports as required;
- 5.2 Makes bookings and coordinates travel arrangements for a variety of support and teaching staff;
- 5.3 Makes arrangements for the forwarding of audition/publicity material relating to overseas promotional activities;
- 5.4 Generates subsistence and travel advances for LIPA staff undertaking recruitments events overseas;
- 5.5 Maintains up to date purchasing and invoicing records.

Major Task 6 - Provides other marketing support to the International Team as directed

- 6.1 Provides UK support for the team when staff are overseas;
- 6.2 Liaises with Admissions and other departments to resolve problems;
- 6.3 Liaises with the International Team in solving and answering urgent problems and requests;
- 6.4 Support the scheduling of one-off auditions/interviews with teaching staff;
- 6.5 Maintains contact with key external influencers;
- 6.6 Welcomes and addresses the needs of overseas visitors;
- 6.7 Undertakes research into new marketing initiatives in existing and new markets;
- 6.8 Maintains and develops existing and new databases to support international marketing efforts.

Major Task 7 - Assists international students in their financial, accommodation and immigration needs prior to arrival

- 7.1 Ensures that incoming students have met all necessary immigration

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| | requirements prior to travel to the UK to enrol. Advises students on immigration issues; |
| 7.2 | Generates students' confirmation of Acceptance of Studies documentation for the UKVI; |
| 7.2 | Ensures that all incoming students have secured accommodation prior to arrival in the UK to enrol; |
| 7.3 | Advises students on the choice of a UK bank account and produces written information in support of their applications to open bank accounts; |
| 7.4 | Advises students on work opportunities and the legalities associated with international students working in the UK; |
| 7.5 | Advises new and continuing students on the availability of health and other welfare support and, where necessary, provides initial counselling for students experiencing emotional and other personal difficulties; |
| 7.6 | Assists with the annual enrolment of Foundation Certificate and undergraduate students. Contributes to open days, graduation and other LIPA events; |
| 7.7 | Liaises with and reports to UK immigration authorities on matters regarding immigration; |
| 7.8 | Researches and keeps International Manager up-to-date with changes in immigration legislation; |
| 7.9 | Ensures LIPA is up-to-date on policy and regulations by attending training events and conferences held by the UKBA and UKCISA when required. |

Major Task 8 - Administrates US Federal Financial Aid Funding

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| 8.1 | With support from the team, administers Federal Financial Aid and private loan applications and certifies loan amounts for new and continuing students; |
| 8.2 | Provides information to parents and students on the application process for financial aid; |
| 8.3 | Determines loan eligibility for potential and current students; |
| 8.4 | Certifies loan amounts in strict accordance with US Department of Education regulations; |
| 8.5 | Liaises with LIPA's Finance Department with respect to incoming loan amounts and subsequent disbursements to US students; |
| 8.6 | Engages students in Entrance and Exit Counselling in accordance with US law to ensure cohort default rates are minimized; |
| 8.7 | Liaises with the US Department of Education with respect to annual audits; |
| 8.8 | Liaises with auditors during audit periods, in conjunction with the International Manager. |
| 8.9. | Draws up and submits corrective action plans wherever necessary; |
| 8.10 | Ensures reports of student enrolments, withdrawals, intercalations and extended periods of illness are returned to US lending organisations in a timely fashion; |
| 8.11 | Monitors legislative changes in US Financial Aid procedures and systems and advise on changes to LIPA policies and procedures, attending relevant training when required. |

| Major Task 9 | Common Duties |
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| <p>9.1</p> <p>9.2</p> <p>9.3</p> | <p>Works flexibly including contributing to Institute work projects of a general nature and providing cover for other staff;</p> <p>Participates in staff appraisals and training programmes as required;</p> <p>Carries out duties at all times with due regard to Equal Opportunities, Health and Safety and other Institute policies as agreed and revised from time to time.</p> |
| Notes: | |
| <p>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. Such variations occur occasionally and cannot justify any reconsideration of the grading of the post. Changes will be made in consultation with the individual. If however after consultation, the person concerned is not in agreement with the proposed change, then they would be able to use the grievance procedure.</p> | |
| Location: | |
| <p>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 his / her competence, such jobs being in his / her 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.</p> <p><i>This post requires travel overseas – normally up to five trips per year involving up to five weeks away from home in total.</i></p> | |
| Hours: | |
| <p>37.5 hrs per week, Monday – Friday although evening and weekend working will be required from time to time, particularly when overseas, for which time off in lieu can be taken.</p> | |

LIPA

Person Specification – International Officer (maternity cover)

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| Education and Qualifications: | | |
| A relevant degree | Essential | Application Form/ Qualification Certificates |
| A marketing qualification | Desirable | Application form / qualification certificates |
| Experience / Knowledge: | | |
| Two years' experience in FE / HE International recruitment admissions or administration | Desirable | Application Form/Interview |
| Experience in marketing | Desirable | Application Form/Interview |
| Experience in working with students from different cultures | Desirable | Application Form/Interview |
| Understanding of the academic and vocational frameworks of LIPA's provision | Desirable | Interview |
| Knowledge of US Federal Financial Aid Funding | Desirable | Application Form/Interview |
| Understanding of the Arts and Entertainment industry in general | Desirable | Interview |
| Good working knowledge of a wide range of IT packages including databases and spreadsheets | Essential | Application Form/Interview |
| Cross cultural awareness | Essential | Interview |
| Experience of living or working abroad | Desirable | Application Form/ Interview |

| Skills & Ability: | | |
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| Awareness of and interest in global events and an ability to recognize their importance to LIPA | Essential | Task /Interview |
| Ability to understand and synthesize large amounts of information and data | Essential | Task |
| Ability to communicate clearly and effectively both orally and in writing | Essential | Interview / Presentation |
| Organised, methodical and determined approach to work | Essential | Interview |
| Mature, outgoing and confident manner – self-motivated | Essential | Interview / Presentation |
| Ability to work on own initiative | Essential | Interview |
| Ability to deal with people at all levels | Essential | Application Form/Interview |
| Ability to carry out research using the internet and other research tools | Essential | Interview |
| High level of numeracy and literacy | Essential | Task |

| Personal Qualities: | | |
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| Enthusiasm with a positive and proactive approach to work | Essential | Interview |
| A helpful and approachable manner | Essential | Interview |

| Commitment: | | |
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| To Equality and Diversity policies and practices | Essential | Interview |
| To the provision of a high level of service to LIPA's customers. | Essential | Interview |
| Enthusiasm and flexibility | Essential | Interview |
| Sympathetic to students' needs | Essential | Interview |