

Job Description

Staffordshire University Services Ltd

General Details

Job title:	International Liaison Officer
School/Service:	Marketing and Communications
Normal Workbase:	Stoke
Tenure:	Permanent
Hours/FTE:	1.0 FTE
Grade/Salary:	Grade 5
Date Prepared:	September 2020

Job Purpose

A new and exciting business development role to deliver outstanding relationship management to key stakeholders within the University's International Office. The successful candidate will be passionate about customer service and will play a key role in developing and nurturing relationships with a large overseas Agent network, working together to meet the University's ambitious international recruitment targets.

The role holder will work within the International Admissions team, assessing applications efficiently and accurately in line with UKVI and University processes.

This role requires a creative, confident and friendly individual who will be responsible for delivering ongoing information, advice and guidance to Agents and other stakeholders throughout the admissions cycle with a view to increasing international recruitment and conversion.

Relationships

Reporting to:	Marketing and Communications
Responsible for:	N/A

Main Activities

- Embody the University values by providing a friendly and helpful customer service for key stakeholders including Agents, applicants and parents.
- Develop excellent relationships with a worldwide network of overseas agents through regular product update emails, Information, Advice and Guidance webinars/virtual activities throughout the application cycle and ensuring prompt responses to enquiries.
- Regular maintenance of the international Agent CRM process and systems, ensuring that information is accurate and up to date at all times.

- In collaboration with the International Marketing Officer maintain and develop CRM activities with key stakeholders including Agents, applicants and parents.
- Develop a thorough knowledge of the systems and processes used to inform Admissions decisions including eVision, SITS, UCAS, NARIC etc.
- During peak periods, responsible for assessing and processing international applications from overseas Agents, utilising the International Admissions toolkit and maintaining consistent high levels of accuracy.
- Assist in processing of UCAS and Direct overseas applications alongside the International Admissions team during peak periods of the admissions cycle.
- Maintain an up-to-date knowledge of UKVI policy and regulation, ensuring that relevant processes to safeguard the University's Highly Trusted Sponsor licence are followed at all times.
- Work closely with Associate Deans for Recruitment across all Schools, disseminating new and innovative course information to overseas Agents in a targeted and strategic manner.
- In collaboration with the International Marketing Officer and the Regional Managers, coordinate an annual toolkit mailout for Agents including print collateral, branded promotional items, product update presentations and any other information which is necessary to keep agents informed of important developments across the University.
- To follow-up on key actions as proposed by the Regional Managers to assist in increasing recruitment targets from agent-led applications.
- Provide valuable feedback and market insights from Agents to relevant colleagues across the University to inform strategic decision making and ensuring that recruitment opportunities are optimised.
- Management of Agent contract initiation and renewal process, working closely with the Regional Managers to recruit and appoint high quality Agent ambassadors for the University.
- Work alongside the International Recruitment and Admissions Manager to deliver an Agent open day activity to showcase the University's outstanding facilities and course portfolio.
- Process and administer Agent commission invoices at the end of the recruitment cycle to ensure that Agents are paid in a timely manner.
- The role holder is required to minimise environmental impact in the performance of their role and to actively contribute to the delivery of the University's Environmental Sustainability Policy
- To undertake other such responsibilities as may reasonably be required .

Special Conditions

The role holder will be required to travel between sites from time to time in a cost-effective manner, which may be through the use of a car.

There will be a need for the post holder to work evenings and occasional weekends to cover course requirements, marketing and recruitment activities.

Variation to Job Description

The employer reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

If you are successful in being appointed to a professional support role at Grades 1-6, you will be employed by Staffordshire University Services Limited (SUS Ltd).

Staffordshire University Services Limited (SUS Ltd) is a wholly owned subsidiary company of Staffordshire University which provides professional support staff to undertake various roles and responsibilities associated with grades 1 to 6 on the Staffordshire University pay scale. You'll work alongside, and under the direction of colleagues, within the University's Schools and Services in the delivery of our University Plan and supporting KPIs. You will be subject to Staffordshire University's policies and procedures and will be eligible to participate in the Staffordshire University Services Limited (SUS Ltd) Pension Scheme

Informal Discussion

Should you wish to discuss this vacancy informally before making an application please contact: International Admissions Manager, Miriam.Oxley@staffs.ac.uk

Application Procedure

We encourage you to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

We would ask all applicants to ensure that they have provided comprehensive information under each criteria in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.