



**UNIVERSITY OF LINCOLN  
JOB DESCRIPTION**

<b>JOB TITLE</b>	Senior International Academics Partnerships Officer				
<b>DEPARTMENT</b>	Lincoln International Business School				
<b>LOCATION</b>	Brayford Campus				
<b>JOB NUMBER</b>	SB047	<b>GRADE</b>	6	<b>DATE</b>	December 2018
<b>REPORTS TO</b>	International Partnerships and Student Placement Manager				

**CONTEXT**

It is a key element of the Lincoln International Business School (LIBS) to align with University's Strategic Plan to increase the number and diversity of international students and as part of this Strategic Plan LIBS currently welcomes the majority of the University's international students.

The Senior International Academics Partnership Officer will lead the co-ordination of international student recruitment activities with our partner institutions for specific allocated markets and manage relationships with these partners to enable growth of student enrolments.

LIBS have embarked on a series of ambitious schemes to enable all students to understand and gain an experience of internationalisation. As part of this role the post holder will also manage the International Support Officer whose role it is to engage with all students in the context of internationalisation.

The successful candidate will be expected to contribute across the full range of the team's activities. Developing and delivering a recruitment strategy to achieve agreed targets, international travel to allocated markets, attendance at international education exhibitions, identifying and expanding on existing recruitment channels will be important.

**JOB PURPOSE**

The post holder will provide professional advice and support to enhance LIBS in the key area of maintenance of current and development of new, international partnerships.

They will lead the planning and co-ordination of international student recruitment activities with our partner and potential partners.

They will collaborate with academic staff and attend visits to partner institutions.

They will influence decisions or events by working collaboratively internally and externally to the University.

They will undertake market research enabling development of quality partnership opportunities.

To support the implementation of the University of Lincoln's Internationalisation Plan and the achievements of International student recruitment targets from specific markets.

To contribute to the development of an attractive programme portfolio that is fit for purpose in designated markets.

Report to the Head of International Partnerships on market conditions, competitor activity, and customer behaviour in specific markets and develop innovative marketing tactics to enhance brand and increase student numbers.

## KEY RESPONSIBILITIES

### Academic Partnerships Strategy

Manage the Lincoln International Business Schools Academic Partnerships

#### Key Responsibilities

- Develop and enhance the University of Lincolns International Partnership strategy in order to build strong academic relationships across all subject levels.
- To provide a consistent approach to partnership development
- To maintain all existing partnerships and maximise full potential out of all current relationships
- Ensure a robust process to support the development of academic partnerships enabling all necessary due diligence to be undertaken for new collaborations
- Being the key contact within LIBS for all academic partnership activity
- Define each partnership into a classification to cover a different types and levels of activity
- Research any potential partnership opportunities
- Full understanding of the partnerships process and reparation of partnership documentation for proposing partnerships through College Leadership Team and relevant committees.
- To grow the number of students recruited through partnerships, particularly international students from key recruitment markets
- To increase the opportunities which will enable more double/dual-award programmes

### Curriculum Mapping

To support the growth of student numbers from key academic institutions.

#### Key Activities

- Manage the curriculum mapping process from academic partner institutions which will enable student gain entry on second or third year.

### Student Engagement Activities

Ensuring that all students who come from partner institutions are supported

#### Key activities

- Manage a forward calendar of events to meet regularly to host informal discussions

### LIBS Summer School Programmes

Manage the Summer School programmes for students from LIBS partner institution.

- Liaise with the Agent Representative or Partner institution to facilitate a Summer School programme
- Recruit academic staff to teach on the Summer School
- Recruit student ambassadors to support the Summer School
- Raise contracts and pay teaching staff and student ambassadors

### Academic Partnership Visits

Support Partnership Development by regular visits

#### Key activities

- Manage any visit from academic partners ensuring that effective relationships are maintained
- Undertake visits to partners of potential, new and established partners in the UK and Overseas

### **Student Recruitment Activity**

To lead international recruitment activities within allocated markets, including profile-raising visits to partner institutions which will enable and increase the academic collaboration activities.

- To coordinate the development of detailed itineraries and briefings, liaising with external partners, and internally with relevant college colleagues.
- Advise potential student and key influencers on study options, fees and funding, application procedures, accommodation and required entry qualifications, and refer to the University's appropriate specialist information source in a timely manner where necessary.
- Devise and deliver relevant and targeted presentations, seminars and workshops to partner institutions, potential students, parents, teachers and sponsors.
- Provide market information to Facilitate for their international recruitment activities and liaise with Student Services and other relevant service departments in support of enhancing the student experience.
- Work with the University's Central International Office, LIBS and Central Marketing departments develop marketing materials that will generate applications and enrolments from designated markets

### **Student Application Process**

Reporting on applications that are received into our International Admissions Department

#### Key Activities

- Develop a process through our international admissions department which enables the College Leadership Team gain a full understanding of how many student are applying from our partner institutions.
- Reporting on our outgoing and incoming students engaged in our Erasmus and Study Abroad programmes

### **Across Faculty Development**

Inform on partnership growth across all Colleges

#### Key Activities

- Advising key colleagues within other Colleges of any new relevant partnership opportunity
- Evaluate any potential partnerships that other Colleges have informed us of
- Develop more multi-college partnerships approach to inform on the benefits to collaboration

### **Engage with Student Ambassadors**

Work with Central Marketing and the International Office to recruit student ambassadors who will engage with other students and visitors from partner institutions who will promote the University of Lincoln for student recruitment

## ADDITIONAL INFORMATION

### Scope and Dimensions of the Role

The post holder will work on their own initiative and as a team member. They will be able to demonstrate a methodical approach to Academic Partnership development and International student recruitment, market research and relationship management to enhance effective delivery of recruitment targets.

The post holder will deal with partner and student enquiries, as well as partnership enquiries from our International Agent Network and will be able to use initiative to manage opportunities and risks appropriately, quickly and efficiently.

The post requires a flexible approach to accommodate unsocial hours and overseas travel.

**In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.**

### Key working relationships/networks

Internal	External
<ul style="list-style-type: none"><li>LIBS Pro-Vice Chancellor and Heads Of Schools</li><li>LIBS Head of International Partnerships</li><li>LIBS Marketing Department</li><li>Central Services Department including International Recruitment, Admissions, Student Services, Academic Registry, Quality Standards and Partnerships</li><li>Finance, ICT</li><li>Academic Colleagues</li></ul>	<ul style="list-style-type: none"><li>Academic Partners both national and international</li><li>British Council</li><li>UKNaric</li><li>BUILA</li><li>UKCISA</li></ul>



**UNIVERSITY OF LINCOLN  
PERSON SPECIFICATION**

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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R) Test (T)
<b>Qualifications:</b>		
<b>Undergraduate Degree or Relevant Work Experience</b>	E	A
<b>Experience:</b>		
<b>Experience of working within Higher Education</b>	E	A
<b>Experience of student recruitment</b>	E	A, I
<b>Experience of the student admissions process</b>	E	A, I
<b>Marketing knowledge and skills</b>	D	A
<b>Customer Relationship Experience</b>	E	A, I
<b>Skills and Knowledge:</b>		
<b>Event and project management skills</b>	E	A, I, T
<b>Presentation Skills</b>	E	P
<b>Administration and IT skills</b>	E	A, T
<b>Ability to manage multiple priorities</b>	E	A, I
<b>Competencies and Personal Attributes:</b>		
<b>Positive under pressure</b>	E	A, I
<b>Excellent interpersonal skills</b>	E	A, I
<b>Ability to work effectively as part of a team and on own initiative</b>	E	A
<b>Confident and self-motivated</b>	E	A
<b>Energetic, adaptable and calm under pressure</b>	E	A
<b>Enjoys working in a busy environment</b>	E	A
<b>Business Requirements:</b>		
<b>Flexibility in Working hours, due to some unsocial hours and international travel.</b>	E	A, I

**Essential Requirements** are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

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<b>Author</b>	CMCF	<b>HRBA</b>	
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