

Job Description

Role Title:	Recruitment Liaison and Academic Pastoral Support Officer for International Academic Partnership (China)
School / Dept:	School of Arts, Media and Creative Technology
Reference:	MPF4190
Grade:	Grade 6
Full or Part time:	Full time – 1 Year Fixed Term Contract
Hours:	36.25
Reports to:	Associate Dean International

Overview

With a diverse population of over 27,000 students, supported by 2,500 staff and a network of 200,000 alumni worldwide, the University of Salford is committed to creating prosperity, advancing healthy living, supporting a sustainable environment, and leading the way in creative and innovative practices. As a global institution that delivers high-quality education and impactful research, we welcome applications from enthusiastic individuals who want to be part of our academic community.

The School of Arts, Media and Creative Technology is a leading centre for practice-based education in the creative disciplines. Through significant investment in our staff and facilities, we are strengthening our position as a centre of excellence for socially engaged teaching practice and research whose graduates are sought after as content creators and for the innovative application of creative technology, both in the creative industries and across wider sectors of the economy. Our vision is to become a top quartile provider of practice-based education in the creative industries, continuing to advance our standing as a destination of choice for students in the UK and internationally.

Our £55 million New Adelphi flagship building offers top-quality specialist equipment and facilities to suit all creative requirements. We also have a campus at Media City, an international media hub next to prestigious media organisations such as the BBC, ITV, and Dock10, with industry-standard facilities offering a professional environment for our staff and students. The School is organised into four Directorates, currently totalling around 4,800 students: Art and Design; Creative Technology, Film and Broadcast Media; Journalism, Politics and Contemporary History; and Performance, Music, English and Dance.

We are committed to promoting a truly diverse and inclusive community, a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible and agile working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds. Our student population is already incredibly diverse and we want to ensure that this is reflected across our colleague profile as well. We particularly encourage applications from women and individuals from minoritized ethnic backgrounds. We also operate a guaranteed interview scheme for job applicants who declare they have a disability and meet the essential criteria of the role they are applying for.

There is a varied benefits package available through 'My Salford' where you can tailor your benefits to suit your own lifestyle – everything from additional annual leave, savings on High Street shopping, travel discounts as well as health and wellbeing support. However you identify, whatever your pathway has been to get here, come and join us at the University of Salford where we are all proud to belong!

Role Purpose

This role supports an international partnership within the School of Arts, Media and Creative Technology, focusing on academic recruitment, student support, and partnership development between the University of Salford (UoS) and LuXun Academy of Fine Art (LAFA) in China.

The post is split between the UK and China and involves delivering high-quality pastoral care, supporting student recruitment and progression, and strengthening collaborative relationships between partner institutions.

Principal Duties & Responsibilities

International Partnership & Recruitment (China – LAFA, Dalian)

- Work on campus at LAFA with Level 4 and Level 5 students.
- Support and guide students interested in progressing to Level 6 study at UoS (UK).
- Promote UoS as a preferred study destination through talks and engagement sessions aligned with the curriculum.
- Build strong relationships with students during in-country visits (1–3 months per semester).
- Provide guidance on:
 - Application processes (via Partner Portal)
 - Portfolio development
 - IELTS preparation
 - Accommodation arrangements
 - Internal PGT application support

Online Engagement & Conversion

- Maintain ongoing communication with prospective students via platforms such as WeChat.
- Create and manage online groups, sharing relevant programme and application information.
- Provide continued support to students progressing through the application process.

Student Support & Wellbeing

- Plan and deliver targeted pastoral support activities in collaboration with academic colleagues and central support teams.
- Provide first-line support for student wellbeing issues, assessing needs and referring to appropriate services where required.
- Deliver tailored support through face-to-face and virtual appointments.

Collaboration & Partnership Development

- Maintain strong relationships between UoS and LAFA, ensuring effective communication across existing and developing pathways.

Student Progression & Academic Support

- Provide ongoing academic and pastoral support in collaboration with Module Leaders.
- Offer guidance on progression to postgraduate (Level 7) study at UoS.

Training, Development & Inclusion

- Maintain up-to-date knowledge of university policies, systems, and procedures through training.
- Deliver advice and training on student-facing initiatives to relevant stakeholders.
- Apply institutional policies and best practices to ensure services are inclusive, accessible, and culturally aware.
- Promote equality, diversity, and inclusion, fostering a supportive and student-centred environment.

Generic Duties

- Contribute to school-level meetings, service development, and continuous improvement of student support.
- Work flexibly as part of a team to support the School, its staff, students, and programmes.
- Undertake additional duties as required by the School Business Manager or Student Experience Manager.
- Support the University's commitment to delivering student-focused, value-driven, and sustainable services
- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D)

Qualifications

1. Hold a degree or equivalent level University qualification (E)
2. Recent evidence of relevant professional development through study, workplace or external activity (D)

Background and Experience

3. Experience of developing recruitment and conversion strategies within Higher Education or Sales Environments (E)
4. Experience of working with relevant external stakeholders, for example, international students, agents, university staff (E)
5. Excellent communications skills (written and verbal) and the ability to deal with a variety of people, across levels and cultures (E)
6. Working with international partnerships in a Higher Education context (D)

Knowledge

7. Knowledge of customer experience management with good understanding of conversion processes across the range of channels (E)
8. International academic partnership student and staff liaison (D)
9. Institutional application processes such as language skills requirements, preparation of application materials (portfolios) and visa application (E)
10. Knowledge of UK Visa application process (E)

Skills and Competencies

11. Imaginative and entrepreneurial approach to student recruitment (E)
12. Ability to work independently (E)

13. Ability to plan, organise and prioritise own workload effectively to produce work of a high standard, meeting specified deadlines (E)
14. Additional language skills (D)
15. Strong communication and relationship building skills with a high degree of cultural awareness (D)
16. Experience of international travel (D)
17. Successfully working and effective communication with multiple professional stakeholders (E)