POSITION DESCRIPTION

Position Title: International Liaison Officer
Organisation Unit: Faculty of Engineering, Architecture and Information Technology
Position Number: 3043088
Type of Employment: Full Time, Continuing
Classification: Hew Level 6/7

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (52), QS World University Rankings (47), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (60). UQ again topped the nation in the prestigious Nature Index and our Life Sciences subject field ranking in the Academic Ranking of World Universities was the highest in Australia at 20.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 240,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.8 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.
UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+ (see http://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

Organisational Environment

The Faculty of Engineering, Architecture and Information Technology (EAIT) has long, proud traditions of innovation and leadership across student education and research.

In just over a century, more than 27,000 Faculty graduates have gone on to use their UQ education to have significant impact on our state, our nation and across the world. We believe that lifelong success is fostered at UQ through great education – inspiring students to think differently, ask the difficult questions, be a positive disruptive influence, and fulfil every ounce of their potential.

Our research provides a rich and diverse flow of breakthrough technologies that are helping to improve communities around the world. From novel hydrogen storage and next generation polymers to biomedical engineering and mining safety, our research outcomes are solving problems for local and international communities, and our industry partners.

The Faculty recognises and values equity and diversity, and encourages applications from any individual who meets the requirements of this position irrespective of gender, sexuality, race, ethnicity, religion, disability, age or other protected attributes. The Faculty strives to provide an inclusive working environment, and along with the University is committed to supporting staff with family and caring responsibilities by providing policies, programs and initiatives to help balance work and family responsibilities.

For more information about the Faculty, please visit: www.eait.uq.edu.au

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

DUTY STATEMENT

Primary Purpose of Position

To assist in the management of marketing and recruitment activities, business development and partnership linkages in China in support of the Faculty’s internationalisation strategy. The role will also be responsible for support to new international students in their first semester of enrolment, and the recruitment and supervision of a team of student ambassadors to provide cohort support across all regions represented among international students.
Duties

Duties and responsibilities include, but are not limited to:

**International Marketing and Recruitment**

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<td>• Responsible for international activities in China as directed by the International Engagement Manager in consultation with the Faculty Associate Dean (External Engagement) and the Executive Dean.</td>
<td>• In consultation with the International Engagement Manager and the Faculty Associate Dean (External Engagement), create an annual country plan for China that strategically determines EAIT objectives, opportunities and priority activities in a particular market.</td>
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<td>• Conduct onshore recruitment activities which target the Chinese market, including attending events locally and interstate, and dealing with agents and high schools.</td>
<td>• Maintain an up-to-date, in-depth knowledge of China as the target market, and use statistical analysis of regional data to determine market trends and identify opportunities.</td>
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<td>• Develop and maintain on-going relationships with students and staff of the Faculty’s partners and agents in China.</td>
<td>• Analyse and review the effectiveness of previous/current marketing activities and make recommendations to the International Engagement Manager for improvements, adjustments or alternatives, as required.</td>
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<td>• Assist the International Engagement Manager in identifying international opportunities for the Faculty.</td>
<td>• Monitor intake numbers (prior to commencement of semester) and after census date across EAIT Schools and programs in order to identify risk or under performance. Advise the International Engagement Manager of emerging market trends (GO8, State, Australia) and assist in devising strategies to either counter poor application numbers and/or assist in conversion.</td>
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<td>• Coordinate and follow up on international interests both in Australia and overseas, as directed by the International Engagement Manager.</td>
<td>• Investigate usage and application of technology (such as digital marketing) to increase the reach and effectiveness of recruitment activities with a goal to improve return on investment.</td>
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<td>• Attend and organise details of onshore and offshore international exhibitions in consultation with the International Engagement Manager.</td>
<td>• Advise on content of marketing communication material to potential students or key organisations in China.</td>
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<td>• Coordinate marketing collateral required for the region, and assist in the development of student conversion activities.</td>
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### International Development

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<td>• Assist in the identification of new opportunities/new partnerships in consultation with the International Engagement Manager</td>
<td>• Proactively identify and develop any new business opportunities by utilising market intelligence, data or established networks that support the international strategic priorities of the EAIT Faculty</td>
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### International Administration

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| • Provide administrative support for the agreement process including conducting due diligence, and completion of required documentation in accordance with UQ policies.  
• Engage with international partners and students to ensure the successful operationalisation of EAIT agreements.  
• Work closely with UQ internal stakeholders including individual schools and centres within the Faculty, the Graduate School and UQ International ensuring a strong client focus is maintained. | • Evaluate market impact and provide advice in relation to proposed changes to current EAIT policy and/or programs.  
• Provide training and briefing sessions for staff within the Faculty and Schools as required.  
• Develop policies and administrative procedures to implement details of international agreements/MoUs.  
• Conduct due diligence checks on prospective international partners and negotiate international agreements. |

### International Student Support

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| • Contribute to orientation sessions for international students in collaboration with the Student Administration team.  
• Provide academic advice to new international students during their first semester of study, including study plans and enrolment, in consultation with the Student Administration team.  
• Contribute to the support of new international students in adjusting to life in Australia.  
• Oversee a team of student ambassadors from the key regions represented among EAIT international students to provide peer support to new international students. | • Develop and conduct orientation sessions for international students in collaboration with the Student Administration team. |
**Additional Responsibilities**

- Interstate and international travel outside of normal work hours will be required
- Any other duties as reasonably directed by your supervisor

**Other**
Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:

- the [University's Code of Conduct](#)
- requirements of the Queensland occupational health and safety (OH&S) legislation and related [OH&S responsibilities and procedures](#) developed by the University or Institute/School
- the adoption of sustainable practices in all work activities and compliance with associated legislation and related University [sustainability responsibilities and procedures](#)
- requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related [responsibilities and procedures](#) developed by the University

**Organisational Relationships**

The position reports to the International Engagement Manager.
## SELECTION CRITERIA

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<td><strong>Essential:</strong></td>
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<td>• An undergraduate degree in a relevant area with subsequent relevant experience, or an equivalent combination of relevant experience and/or education/training.</td>
<td>• An undergraduate degree in a relevant area with at least 4 years of subsequent relevant experience, or an equivalent combination of relevant experience and/or education/training.</td>
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<td>• Knowledge of legislation relating to international students such as the ESOS Act, DIAC requirements, etc. or the ability to rapidly gain such knowledge.</td>
<td>• Ability to source and interpret market intelligence, analyse data and determine impact on current or future business strategy.</td>
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<td>• A sound understanding of issues relating to the export of Australian education.</td>
<td>• Ability to adapt to changing circumstances, demonstrate innovative business thinking and implement practices that result in a competitive advantage in the marketplace.</td>
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<td>• Knowledge of University student computer systems e.g. SI-net and Business Objects, or the ability to rapidly gain such knowledge.</td>
<td>• High level of strategic planning/project management skills with a record of successfully coordinating and/or supporting marketing initiatives through to completion in accordance with agreed standards, timeframes and budgets.</td>
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<td>• Excellent oral and written communication, and interpersonal skills, with the ability to liaise effectively with academic and administrative areas within the University and external agencies.</td>
<td>• Demonstrated experience in international development in regards to sourcing new business opportunities or expanding the scope of relationships with current partner.</td>
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<td>• Experience in a tertiary education institution or other large organisation, including at least two years in an area directly related to international activities.</td>
<td>• Demonstrated high level negotiation skills that allow independent operation and representation of the Faculty overseas with key stakeholders.</td>
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<td>• Experience in the use of computer packages for word-processing, data storage and retrieval, e-mail, spreadsheets and other administrative activities.</td>
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<tr>
<td>• Experience in international development.</td>
<td>• The ability to speak and read Mandarin proficiently.</td>
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<tr>
<td>• Experience in a project management role.</td>
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The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage ([http://www.uq.edu.au/equity](http://www.uq.edu.au/equity)) for further information and points of contact if you require additional support.

This role is a full-time position; however flexible working arrangements may be negotiated.

Accessibility requirements and/or adjustments can be directed to the contact person listed in the job advertisement.
Training Program and Competency Based Assessment

Progression to HEW Level 7 will be dependent upon successful achievement of those competencies listed below. The competencies should be achieved independently without the need for guidance or direction from supervisors or more senior staff.

Competencies:
- Demonstrated ability to proactively identify, initiate and implement new international business opportunities
- Demonstrated critical and analytical thinking skills in designing and execution of country specific plans and objectives
- Utilisation of a wide variety of market intelligence sources in the planning, implementation and review of international activities and projects
- Demonstrated experience in providing results oriented solutions that ensure a mutually beneficial outcome for all stakeholders

Training and development will be provided in each of the core areas listed below (requisite training may differ based on portfolio and/or countries being targeted).
- UQ-Based “International” courses offered by Staff Development, specifically:
  - Developing an international strategy
  - ESOS Legislation Admissions and Student Services
  - ESOS framework for student-facing staff
  - ESOS: Guide to Marketing, Recruitment & Agents
  - International Agreements
  - International Dashboards
  - Participation in International Recruitment Events
  - Study Abroad and Incoming Exchange Program

- Other relevant Staff Development courses:
  - Presentation Skills
  - Project Management Introduction

- External training courses: specifically
  - QualTrain International – Understanding Overseas Qualifications
  - Country Specific Training workshops offered by the International Education Association of Australia (IEAA)
  - Negotiation skills training (RTO to be determined).