

## Job Description

Position Details	
<b>Faculty/Directorate</b>	Professional Services
<b>School/Department</b>	External Relations
<b>Team</b>	Recruitment and Admissions
<b>Job Title</b>	Faculty Outreach Officer
<b>Grade</b>	7
<b>Hours of Work</b>	35 hours per week
<b>Contract Duration (Perm/Fixed Term)</b>	Fixed-term
<b>Reports To (Job Title)</b>	Student Recruitment Manager/Widening Participation Manager
<b>Responsible For (Job Title)</b>	N/A

### Principal Accountabilities

The Faculty Outreach Officer will be based in the Faculty but will be part of the Recruitment and Admissions directorate.

As the Faculty Outreach Officer, you will be assigned to a specific faculty and will have responsibility for the development, coordination, delivery and evaluation of recruitment and widening participation outreach activity undertaken within the faculty. You will be responsible for working closely with staff across the faculty to develop and deliver interventions to meet faculty and University objectives, and ensure all outreach activity is targeted, monitored and evaluated to maximise the impact of the investment made in this area. You will report regularly to the faculty and the central Recruitment and Admissions team on the outreach undertaken.

You will be expected to work with a high degree of autonomy, to undertake project planning and management, and produce key documents including reports for consideration by Faculty Executive and external stakeholders.

You will operate within recruitment and admissions policy and strategy frameworks, supporting faculties, central service departments, prospective students and external partners to maximise student recruitment to the University.

## Key Tasks

The post-holder will be assigned to a specific faculty with responsibility for the organisation, coordination and delivery of Outreach activities, including development of materials, delivery of presentations and workshops, and attendance at recruitment conventions, to underpin and enhance the faculty's and University's recruitment targets.

This will also involve the continuous development of new and existing activities and events, as well as leading and supporting the faculty in driving student recruitment activity both on and off campus.

However, it is expected that the post-holder will gain knowledge and experience across all areas of student recruitment and widening participation in order to work flexibly and collaboratively with the wider recruitment team.

### ***SERVICE PROVISION***

Work closely with senior members of staff in the faculty and within Recruitment and Admissions to effectively manage and co-ordinate student recruitment and widening participation activity for the designated faculty, ensuring efficient and effective activities are undertaken.

Support the development and delivery of annual plans for all aspects of student recruitment and widening participation, working collaboratively with colleagues across the faculty and wider university.

Coordinate, train and supervise Student Ambassadors, including the recruitment to roles, payments, and assessment of performance, as well as training them to deliver workshops and activities to support Outreach activities.

Maintain an up to date knowledge of best practice within the sector on student recruitment and widening participation, providing advice to colleagues where appropriate, and ensuring compliance with relevant internal policy and external authorities / legislation.

Deputise for Student Recruitment and Widening Participation Managers, as required.

### ***LIAISON AND NETWORKING***

Provide expert, authoritative advice on outreach, and be a point of contact and resource within the faculty for all enquiries relating to Outreach, providing a triage role for both internal and external parties.

Develop a close working relationship with Faculty Marketing teams and colleagues within External Relations to support recruitment activity by providing specialist advice on student recruitment.

Attend working groups, both internal and external, as required, to foster cooperation and understanding of student recruitment with partners across the University.

## **SERVICE DELIVERY**

Organise, plan and deliver Outreach and Widening Participation activities, to meet targets as agreed in the faculty, liaising as necessary with external partners and relevant University departments.

Take responsibility for the writing and production of information and resources, including training and delivery materials for use on Outreach activities.

Manage and coordinate the communication of faculty Outreach activities, working closely with colleagues across Recruitment and Admissions to ensure consistent messaging and targeting.

Monitor and evaluate the effectiveness of activities and events through the analysis of data and qualitative intelligence, feeding back regularly to the faculty, departments and Recruitment and Admissions to further develop and optimise student recruitment strategies.

Research in order to keep up to date with, and share changes or developments in, all sector-wide recruitment and widening participation matters, to continually develop and improve the student recruitment service.

Participate in the delivery of projects as allocated to support the student recruitment strategies, e.g. development and implementation of new policies and procedures.

To work with the Student Journey Operations Team to inform the optimal use of business and other systems to provide the best possible outcomes for prospective students and staff, to maximise the efficiency and effectiveness of the service, and to enable the collection and analysis of data and information that will support future decision making.

Work flexibly as a member of the wider Recruitment & Admissions team to support the successful delivery of key activities and events.

## **Special Features**

As a front line service department it is vital that we are able to respond flexibly to emerging business needs. This means that although staff will have core responsibilities they will be required to work the student recruitment team and also support the wider department as the need arises.

Working as part of an integrated recruitment and admissions team you will be expected to contribute towards the work of the wider department. This may include, for example, supporting admissions activity, involvement in open days/visit days, together with all other aspects of the department's work.

Supporting the work of the department may at times involve working outside normal office hours and some limitation on when leave can be taken. The ability to work outside of normal office hours to support activities and events is an essential requirement of this post.

## Miscellaneous

You will ensure that appropriate management systems and procedures are in place to meet your health and safety duties and responsibilities contained within the University's health and safety policy. In particular you will ensure that appropriate risk assessments are carried out in respect of significant hazards and that safety inspections are undertaken on at least an annual cycle in each workplace under your control.

You are responsible for applying the University's Equal Opportunities Policy in your own area of responsibility and in your general conduct.

You have a responsibility to promote high levels of customer care within your own areas of work.

You are expected to co-operate with the PDR process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

You will assess the training and development needs of each member of staff under your control to ensure they are adequately supported in relation to their work responsibilities.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with you. Such agreement should not be unreasonably withheld.

You may be required to undertake a specific Health & Safety role, commensurate with your grade, to support the University in meeting its statutory Health & Safety obligations. This could include acting as a DSE Assessor, First Aider, Fire Marshall or Departmental Safety Co-ordinator. The allocation of such roles will be subject to the provision of appropriate training and assessment of competence.

You may, with reasonable notice, be required to work at any of the Manchester Metropolitan University sites.

You are responsible for assessing and managing risk for all elements of work within your own area/team and for ensuring effective risk management processes are in place.

You have the responsibility to engage with the University's commitment to Environmental Sustainability in order to reduce its waste, energy consumption and carbon footprint.

You have the responsibility to engage with the University's commitment to delivering value for money services that optimise the use of resources and therefore should consider this when undertaking all duties and aspects of your role.

## Review

This is a description of the job at the time of issue. It is the University's practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the job and requirements of the University and to incorporate reasonable changes where required, in consultation with the jobholder.

## Person Specification

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.



All disabled candidates who meet the minimum essential criteria will be included on the shortlist.

### Selection Criteria

Attributes		Item	Relevant Criteria	Essential/ Desirable
1	Skills & Abilities	1.1	Excellent oral communication and presentation skills. Ability to convey complex ideas in a coherent and engaging manner to a variety of audiences.	E
		1.2	Ability to develop and maintain effective and collaborative working relationships with colleagues across organisational boundaries.	E
		1.3	Ability to write reports and make recommendations to improve services and procedures.	E
		1.4	Exceptional attention to detail and accuracy.	E
		1.5	Ability to work with a high degree of independence and apply excellent judgement in the personal resolution of complex problems.	E
2	General & Specialist Knowledge	2.1	Knowledge of current HE sector issues in respect of recruitment and admissions.	E
		2.2	Excellent knowledge and understanding of the the planning, organising and delivery of outreach events for schools and colleges	E
		2.3	Knowledge and awareness of the activities and objectives of the University, both current and future.	D
		2.4	Evidence of being proactive to keep updated on changes within the sector and their associated impact.	D

3	Education & Training	3.1	Degree or equivalent qualification, or substantial relevant experience that demonstrates high order literacy, numeracy and analytical skills.	E
		3.2	Qualification in Marketing, and/or Advice and Guidance.	D
4	Relevant Experience	4.1	Substantial experience of recruitment and/or admissions and/or widening participation delivery in a UK Higher Education Institute (HEI) which must have included a first class customer service and: <ul style="list-style-type: none"><li>• Delivery of Outreach/widening participation activities and/or account management experience, promoting Higher Education within marketing, recruitment and admissions processes.</li><li>• Experience of researching, writing and delivering presentations and materials to a variety of internal and external audiences.</li><li>• Significant, proven experience of organising and delivering large-scale successful projects and events, and of analysing and evaluating effectiveness of events and activities to inform future planning.</li></ul>	E   <