

JOB DESCRIPTION

This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Job holders should be consulted over any proposed changes to this job description before implementation.

Job title: Senior Outreach Officer

Grade: NG5

Reports to: UK Student Recruitment & Outreach Manager

JOB PURPOSE

The Senior Outreach Officer is a specialist recruitment post that delivers the University recruitment strategy coordinating and managing outreach activity to UK schools and colleges. The post will use effective tools to communicate opportunities available to potential applicants as well as establishing and maintaining contacts with the University's main UK feeder institutions. The post holder will work closely with the Director and colleagues across the University to improve the quality and quantity of applicants.

PRINCIPAL ACCOUNTABILITIES

1. To identify, develop and co-ordinate activities such as workshops, exploration days and other forms of high-level engagement activities that contribute to the University's Access Agreement (Office for Students), focusing on raising aspirations and encouraging progression of students to our programmes.
2. To represent the University at relevant events connected to this age group, including internal events such as Open Days, as well as other events aimed at recruiting students to the University both from our partner and feeder institutions.
3. Lead on the monitoring and evaluation of patterns of attendance at UK recruitment events, enquiries, the conversion rate, and making recommendations with particular reference to market conditions including trends, competitor analysis, successes, failures and opportunities. This will be supported by relevant market insight, statistical information and analysis, to feed into recruitment planning.
4. Develop and maintain excellent working relationships with academic colleagues, college colleagues and other departments to help deliver integrated activities to support their recruitment objectives. This will involve deputising for the manager where required.

5. Implement and deliver a range of direct engagement activities involving employers, professional bodies and other organisations with the identified schools and colleges such as integrated visits with employers and professional bodies, progression routes and career options.
6. Collaborate with other pan-London organisations such as Linking London, AccessHE and with other external organisations such as Career Academies Network, Mosaic, INTOUniversity and Prospects to reduce the gap in the provision of information advice and guidance.
7. Work together with Admissions and the CRM team at developing end-to-end student prospect journey and campaign strategy from pre-enquiry to registration; optimise activities to achieve KPIs.
8. Produce and present relevant update and research reports including monitoring and financial management of the Outreach team, to relevant committee group members and other partners on the progress of the project and assist in the evaluation with colleagues.
9. To advise colleagues and the wider University on national and regional developments in the education sector along with professional knowledge of current issues, trends and policy which affect the progression of students into the University.
10. To undertake other duties as appropriate, as required by the UK Student Recruitment and Outreach Manager or Director of Global Recruitment and Admissions. The post will involve some supervision of a colleagues within the team.

CONTEXT

The Directorate of Global Recruitment & Admissions provides professional support and services for the University's leadership team, and those of its Colleges and Schools based at the University's main sites in the West End of London and at Harrow, in all aspects of University's Global Engagement and Recruitment Strategy.

The Global Recruitment & Admissions team design and implement the delivery of the University's strategy on Global Engagement, mobility and student recruitment in the UK, EU and specific overseas markets and strengthening the co-ordination and support for our Outreach programme and partnership and agent activities. The aim of the campaigns is to encourage students with the potential to excel at Westminster to make successful applications and join our community, and to influence those who offer a variety of support to students of all ages and backgrounds.

All Departments are expected to think creatively about the effectiveness of the University's administration and to initiate change and innovation in accordance with the needs and expectations of Westminster as a modern, professional, international university. Key to the success of the professional support functions is the need to continue to develop positive, forward-looking, relationships with academic colleagues and to foster a service ethos whereby efficient, effective and consistent support frameworks, policies and processes are developed in partnership with academic colleagues; innovation is supported and encouraged, and all activities support the achievement of University objectives by enhancing the quality of the student and colleague experience.

The post holder will be expected to deliver a high-quality service and exhibit the highest standards of professional conduct and performance ensuring these are reflected in their teams.

The post holder will also be expected to set standards of professional conduct in line appropriate professional membership and competencies frameworks.

The University requires all post holders to have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

DIMENSIONS

- Line managed by the UK Student Recruitment & Outreach Manager

KEY RELATIONSHIPS

- Director of Global, Recruitment & Admissions
- Schools and other feeder organisations
- Colleagues in GRA and wider professional services, particularly in Admissions and Marketing
- Peer role holders from other competitor and non-competitor universities
- Academic and CS managers with responsibilities for promotion of University services
- Key College colleagues
- Corporate Planning and Performance
- External suppliers.

PERSON SPECIFICATION

	Essential criteria	Desirable Criteria
Qualifications	<ul style="list-style-type: none"> • A relevant first degree or equivalent practical experience that demonstrates relevant levels of knowledge and skills. 	<ul style="list-style-type: none"> • A qualification in careers, counselling or teaching
Training and Experience	<ul style="list-style-type: none"> • Experience in developing and implementing outreach plans or projects • Experience of working with secondary, further and higher education including teachers/lecturers and/or pupils • Experience in dealing with students in an educational setting • Experience in dealing with public enquiries, both in the office and at events/exhibitions/trade fairs. • Experience of events planning, organisation and management • A proven track record of successfully managing and delivering projects within a medium to large organisation and to resource constraints. • Experience of effective resource management, including prioritising and targeting of resources within approved budgets • Demonstrate the ability to work effectively as a member of a team, to high professional standard and tight deadlines. • Comfortable working with statistical information e.g. collating and interpreting information from a range of sources. • Experience of drafting formal documents including business reports, presentations and guidance documents for public and internal consumption. 	<ul style="list-style-type: none"> • Experience of working in a large complex organisation • A sound knowledge of UK Government policies in education, and the HE operating environment. • Experience of using student records systems • Competence with corporate management databases e.g. finance and Human Resources systems, with employee and manager self- access •

Aptitude and abilities	<ul style="list-style-type: none"> • Ability to think and act strategically, whilst ensuring that services are effectively delivered. • Ability to communicate and secure working relationships and develop these in a way which enables all colleagues and students to take a greater part in decision-making • Confident and effective communicating with people at all levels i.e. building effective relationships; facilitating discussions with individuals and groups in a multi-cultural environment to successfully deliver initiatives/priorities for the Service. • Ability to work under pressure to tight deadlines while applying quality standards to all tasks and ensuring that nothing is overlooked. • Ability to work flexibly, taking account of new information, unexpected situations or changed circumstances and modifying understanding of a problem or situation, accordingly, taking advantage of opportunities and overcoming problems. • Ability to project and promote a confident, responsible and resilient attitude at all times. • Ability to effectively deliver conflicting priorities and challenging workloads by maintaining focus on agreed objectives and deliverables whatever the circumstances and monitoring progress against targets. • Ability to engage effectively with people at all levels. • Established IT skills including knowledge of a range of Microsoft Office packages on PC or Mac 	<ul style="list-style-type: none"> • Knowledge of government policy and experience of writing risk assessments and child protection issues
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Personal Attributes	<ul style="list-style-type: none"> • Interested in working with people • Ability to deal with and understand people of all ages and backgrounds • Must share and exemplify the University's values • Good leadership qualities, and a credible and persuasive approach. • Committed to self-development. • Integrity and independence of judgement • Adaptability and the flexibility to be responsive to new ways of working. • Comfortable with working in a team and individually on a discrete portfolio of work • Preference for openness and transparency • Preference for collaborative working • Positive about the benefits of change • Comfortable with ambiguity and rapidly changing agendas • Efficient and reliable. 	
Other	<ul style="list-style-type: none"> • Out of hours working including weekends and some travelling will be part of this role • Fully committed to contributing to a stimulating learning and working environment, which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable. 	

Location: Wells Street but can be required to work at any University premises. The nature of the role is such that there will be frequent periods of UK travel and out of hours working.