

OUTREACH MANAGER (POST-16)

Job Ref: REQ251037

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

Job Grade: Management & Specialist Grade 6

Job Purpose

To be responsible for raising awareness of Loughborough in the external marketplace via specific and targeted outreach activities. To contribute to the University's student recruitment activity through the delivery of new and innovative initiatives designed to increase the number of students from under-represented groups studying at Loughborough. To contribute to other recruitment events such as open days and visit days as required. Work with other teams within Marketing and Advancement to deliver collateral, on and offline information and other projects to widen participation as required.

Job Duties

- To lead the University's involvement with Realising Opportunities, and other post-16 widening participation initiatives, devising new and innovative projects that encourage applications from a wide range of underrepresented student groups.
- To build sustained relationships with selected schools and colleges to support the University's Access and Participation Plan commitments and to closely monitor the work undertaken to ensure that the team is on target to meet the associated milestones.
- To deliver presentations, workshops and advice sessions for schools and colleges to raise awareness and support the recruitment of students from under-represented groups to Loughborough..
- To work collaboratively with internal and external colleagues who are experts in their fields, to create student recruitment and conversion interventions/campaigns that are fully inclusive and address the specific needs of students from under-represented groups.
- To oversee the processes associated with administering the University's Opportunity Scholarships ensuring successful allocation of the bursaries to eligible students
- To provide line management to staff delivering the University's internal progressive programme and administrative projects
- To proactively support the University's open days, visit days and other on campus recruitment or outreach related activities
- To update the schools liaison database to track students' schools of origin at application and registration and to feed in local insight and expertise to other areas of the team to assist with campaign planning, monitoring and evaluation
- To regularly communicate the impact of the team's work with a variety of internal stakeholders including, but not limited to, colleagues in the Philanthropy team.
- To provide ideas, input and content as required for key recruitment and outreach guides and for social media and online use

- To assist with UCAS admissions processes, Clearing and other activity as required
- To be actively involved in representing the University at key events and in professional forums including the Higher Education Liaison Officers Association (HELOA) and NEON
- Work with a number of professional service departments and University Schools to develop effective communications channels between departments (such as organising meetings and sharing information and best practice) in support of the University's outreach and recruitment objectives

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Disclosure and Barring Service Check

This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975 and as such it will be necessary for a submission for Disclosure to be made to the Disclosure and Barring Service (formerly known as CRB) to check for any previous criminal convictions.

Organisational Responsibility

Reports to the Assistant Head of Future Students & Marketing Operations (School and College Liaison)

Person Specification

Your application will be reviewed with respect to meeting the essential and desirable criteria listed below. Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Experience	Experience of delivering widening participation initiatives.	1,2,3
	Experience of developing suitable content for workshops, presentations and events to engage, enthuse and raise awareness of HE opportunities.	1,2,3
Skills and abilities	Excellent communication skills including the ability to make exciting, memorable and highly professional presentations to a wide variety of audiences including potential students, parents, teachers and internal colleagues.	1,2,3
	Highly developed writing ability including proofing and editing skills.	1,3
	Effective and confident communicator (written and verbal).	1,3
	Excellent organisational and time management skills.	1,3
	Current and relevant knowledge of digital communications including social media.	1,3
	A proactive, innovative and enthusiastic approach.	1,3
	A high level of numeracy and analytical skills.	1,3
	Experience of team working.	1,3
	Awareness of key legislation e.g. FOI, Data Protection Act and Copyright law.	1,3
	The ability to work under own initiative.	1,3
	A commitment to continuous improvement.	1,3
	Tact, diplomacy and an empathetic manner.	1,3
	Excellent attention to detail.	1,2,3
Training	Demonstrate evidence of having undertaken further training.	3
	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required.	3
Qualifications	First degree or equivalent.	1,3
Equality and Diversity	A commitment to equality and diversity with the ability to role model, adhere to and advocate the University's Equality and Diversity policy.	1,3
Other	Willingness to work flexibly and to work occasional out of hours where required.	1,3
	Willingness to travel and a full driving licence.	1,3

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in a large, complex organisation	
Skills and abilities	Awareness/knowledge of Higher Education issues	1,3
Qualifications	Chartered Institute of Marketing Diploma or Chartered Institute of Public Relations Diploma or equivalent.	1,3
	Membership of the CIM, HELOA or a similar professional body.	1,3

Conditions of Service

The position is full time and open-ended. Salary will be on Management and Specialist Grade 6, £35,608 – £46,049 per annum. Starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's Terms and Conditions of Employment for staff grades 6 and above, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which can be found [here](#).

The University offers a wide range of employee benefits which can be found [here](#).

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

Informal Enquiries

Informal enquiries should be made to the Assistant Head of Future Students & Marketing Operations (School and College Liaison) by email - Marie Shaw: m.shaw3@lboro.ac.uk

Applications

The closing date for receipt of applications is 4th December 2025. Interviews will be held on 15th December 2025.