

Outreach Manager (Post-16)

Job Ref: REQ260575

School/Department summary:

Marketing and Advancement is an award-winning team spanning marketing, communications, web and digital, student recruitment, outreach, market research, international recruitment, creative services and print, and philanthropy and alumni relations.

Job Description

Job Family and Grade: Management & Specialist Grade 6 (Full Time, Fixed Term Maternity Cover, 10 months or earlier return of post holder)

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 assist with UCAS admissions processes, Clearing and other activity as required
- 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 outlined in the document.

Organisational Responsibility

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

Direct Reports: University Transition Support Officer, Administrative Assistant

Budget Responsibilities: £50k

Person Specification

Your application will be assessed based on the essential and desirable criteria listed below.

Applicants are strongly encouraged to explicitly demonstrate how they meet each essential (and desirable) criteria at the application stage. The criteria that you need to demonstrate in your application will be listed as Stage 1 in the table below.

Stages of assessment are as follows:

- 1 – Criteria measured within the Application
- 2 – Criteria measured at Test/Assessment Centre/Presentation
- 3 - Criteria measured at Interview

Essential Criteria:

Area	Criteria	Stage
Experience	Experience of working within widening access/participation or student recruitment	1,2,3
	Experience of developing suitable content for workshops, presentations and events to engage, enthuse and raise awareness of HE opportunities.	1,3
	Experience of designing and delivering events and sustained programmes of engagement with students in secondary or further education	1,3
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
	Strong understanding of Office for Students (OfS) requirements relating to access, participation, continuation and student outcomes.	1,3
	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 evaluation techniques, impact reporting and monitoring.	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
Other	Uphold and actively contribute to the University's commitment to Equity, Diversity and Inclusion.	1,3
	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: These are skills, experience and competencies that are additional extras that may be used to narrow the pool down if we receive a high volume of applications that meet the essential 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 appointment will be subject to the [University's Terms and Conditions of Employment](#) relevant to the job grade.

Shared University Responsibilities

As a member of the Loughborough community, you are expected to:

- Take reasonable care of yourself, others and the environment, and to prevent harm by your acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Sustainability Policies & Procedures.
- Support and contribute to the University's commitment to principles of equity, diversity and inclusion (EDI) while carrying out all duties, behaving in a manner that treats others with dignity and respect and upholds every persons right to lawful freedom of expression, freedom of speech and academic freedom. Further information about EDI at Loughborough and our strategic aims is available on our website.

Our Purpose, Vision, and Values

Our purpose, Vision and Values underpin all that we do and shape how we work together at Loughborough.

We're proud to promote our values: **Adventurous, Collaborative, Creative, Authentic** and **Responsible**. Our people bring these values to life every day, and they are central to the positive and supportive culture that makes Loughborough unique.

If you join us, you'll be encouraged to bring these values to life in your own work and contribute to the positive, supportive culture that makes Loughborough unique.

Read more about our [vision and values](#).

Our Accreditations



We strive to create a culture that supports equity 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 career.



We are proud to be a [Race Equality Charter Member](#). The Charter aims to improve the representation, progression and success of all minority ethnic staff and students within higher education and address issues of racism within higher education institutions (HEIs).



We are proud to be a Disability Confident Employer and have adopted a proactive approach to employing disabled people and to creating a more diverse workforce. We ensure that our recruitment processes are inclusive and accessible. We guarantee to offer an interview to all applicants who have declared a disability, provided that the essential criteria for the role are met. We proactively anticipate and provide reasonable adjustments and support existing employees who acquire a disability or long-term condition to thrive in the workplace.



We are a real living wage employer, and our Living Wage Employer Mark shows our commitment to paying our staff according to the cost of living.



We are proud supporters of the [City of Sanctuary movement](#) and delighted to be recognised as a University of Sanctuary. This national network brings together, university staff, lecturers, academics, and students, who together work to make Higher Education institutions places of safety, solidarity and empowerment for people seeking sanctuary.

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 a Disclosure to be made to the Disclosure and Barring Service (formerly known as CRB) to check for any previous criminal convictions.

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.