

## Job Description

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| <b>Job title</b>                        | Outreach Officer                                       |
| <b>School / department</b>              | Marketing, Recruitment and Communications              |
| <b>Grade</b>                            | 5  |
| <b>Line manager</b>                     | Outreach Manager                                       |
| <b>Responsible for (direct reports)</b> | Management of Student Ambassadors on Outreach projects |
| <b>Date of creation or review</b>       | 19/12/2024   |

### Main purpose of the job

The University of West London's outreach work aims to promote fair access and widening participation in higher education. We aim to support the people we work with to make informed choices about their education and their future.

The post holder will be responsible for planning, implementing and evaluating a range of long term projects and activities to ensure that the University of West London meets its access objectives and targets as set out in its Access and Participation Plan. This will involve developing, maintaining and enhancing relationships with key identified schools, colleges and other target groups, and working closely with academic colleagues and other stakeholders to involve them in the University's outreach activity.

The role requires a flexible approach to working hours (including regular weekends and evenings) and some travel within the UK.

### Key areas of responsibility

Develop, manage, implement and evaluate creative and effective outreach programmes and activities within the University and off-site, supporting the delivery of projects targeted at key widening participation schools and colleges and other target groups, in line with the University's Access and Participation Plan.

Contribute to and, as agreed with the Outreach Manager, lead on defined widening participation outreach projects and activity among target groups.

Manage the logistics for assigned projects and events, liaising with facilities, timetabling, Student Ambassadors and suppliers, and resolving operational issues associated with projects.

Assist the Outreach Manager with the monitoring and evaluation of the impact and effectiveness of widening participation projects and activities, ensuring that data related to projects is captured and recorded effectively.

Collect, analyse and report on data related to widening participation projects and activities as required.

Develop, maintain and enhance relationships with key widening participation schools and colleges and other target groups, in liaison with the Student Recruitment Team.

Work collaboratively with the Student Recruitment Team to ensure a coordinated approach to outreach and recruitment initiatives.

Plan and deliver high quality presentations, workshops and activities on and off-site for prospective students, schools and colleges, community-based organisations and mature learners to support progression to university.

Assist with the management of the team email account, and act as a point of contact for external enquiries, maintaining good working relationships with key suppliers and stakeholders.

Assist the Outreach Manager in monitoring and managing widening participation budgets.

Assist with reporting on all widening access initiatives and milestones.

Contribute to the ongoing development of the University's Access and Participation Plan.

Act as an advocate for widening participation at all levels of the University.

Represent the University, as appropriate, on external forums, committees and steering groups.

Ensure projects are supported by effective online content and marketing materials.

Represent the University at external events/fairs when required.

Actively engage in professional bodies and network with external colleagues to share good practice.

Support the wider Recruitment and Customer Relationships Team with key recruitment events and activities including HE Fairs, Open Days, UCAS Exhibitions and Clearing.

Foster effective and supportive relationships with colleagues across the University including its academic Schools and Colleges and central service departments to support the delivery of widening participation activity.

Work with the events and student recruitment teams to recruit, train and co-ordinate a pool of student ambassadors.

In addition to the above areas of responsibility the post-holder may be required to undertake any other reasonable duties relating to the broad scope of the position, commensurate with the post, and in support of the University.

### **Dimensions / background information**

The role of Outreach Officer is part of a small Outreach Team, which is one of three functions within the Recruitment and Customer Relationships Team, part of the University's Marketing, Recruitment and Communications department.

## Person Specification

| Criteria   | Essential*   | Desirable*  |
|--|--|---|
| <b>Qualifications and/or membership of professional bodies</b> | Educated to degree level or equivalent.  |   |
| <b>Knowledge and experience</b>                                | <p>Experience of setting up, developing and evaluating long term impactful projects within an educational or learning setting</p> <p>Experience of the design, implementation and facilitation of workshops and presentations for a youth audience.</p> <p>Experience of liaison with staff, at a range of levels, in organisations</p> <p>Experience of working with young people</p> <p>Experience of developing and maintaining effective relationships with external stakeholders</p> <p>Experience of analysing and reporting on data to inform widening participation activity</p> <p>Knowledge of potential barriers to participation in further and higher education and strategies to overcome them</p> <p>Knowledge of the Widening Participation agenda and the University's obligations as set out in its Access and Participation Plan</p> <p>Awareness of safeguarding</p> | <p>Experience of working in Higher Education within student recruitment, admissions, schools liaison or widening participation</p> <p>Experience of working with community-based groups and adult learners.</p> |

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| <p><b>Specific skills to the job</b></p> | <p>Ability to identify opportunities and initiate innovative projects</p> <p>Confidence and willingness to initiate and develop new external contacts</p> <p>The ability to motivate and raise aspirations and attainment of students from a wide range of backgrounds and age groups</p> <p>The ability to motivate and support others in responding to opportunities and initiatives</p> <p>The ability to work collaboratively with colleagues at all levels across the University</p>   |  |
| <p><b>General skills</b></p>             | <p>Excellent interpersonal and communication skills, both oral and written, and an ability to communicate with a variety of audiences</p> <p>Excellent presentation skills</p> <p>Ability to organise and prioritise work and to meet deadlines</p> <p>Ability to forward plan effectively</p> <p>Excellent attention to detail</p> <p>A proactive approach and the ability to work independently</p> <p>Ability to work effectively in a team</p> <p>Competence in the use of information technology for word processing, e-communications, spreadsheets and database management</p> |  |
| <p><b>Other</b></p>                      | <p>A commitment to widening</p>   |  |

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|  | <p>participation, social inclusion and equal opportunities</p> <p>Flexible and adaptable to working evenings and weekends and to travel within the UK when required</p> |  |
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**Disclosure and Barring Scheme** Is a DBS Check required:  **DBS** (This post requires an enhanced DBS check - with Child Barred Check)

Before making a selection, please refer to the University's [Disclosure and Barring Checks Guidance for Staff](#) and [Criminal Convictions, Disclosures and Barring Staff Policy and Procedure](#). If a DBS check is required for the role, a **Check Approval Form** will need to be completed.

\* **Essential Criteria** are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.

\* **Desirable Criteria** are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements, to determine which applicants to shortlist.