

Job Description

Job title	Outreach Coordinator (fixed term)
School / department	Marketing, Recruitment and Communications
Grade	4
Line manager	Outreach Manager
Responsible for (direct reports)	Occasional management of Outreach Ambassadors at events on and off campus
Date of creation or review	22/05/2025

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 Outreach Coordinator organises and assists with outreach activities and programmes at all levels to ensure the University meets its Access and Participation commitments.

The purpose of this role is to provide administrative, operational, and logistical support to the outreach team, as well as coordinating and monitoring outreach activities.

These activities include:

- Talks, projects and programmes delivered on campus
- Talks, projects and programmes delivered in schools, colleges and community settings
- Collaborative activities with academic colleagues, community partners, and other universities.

This role requires a flexible approach to working hours - including regular weekends and evenings.

Key areas of responsibility

Implement outreach activities and assist with the delivery of projects as directed by the Outreach Manager, in collaboration with key departments and stakeholders, local schools and colleges, community groups and other learning organisations.

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

To assist with the development and maintenance of relationships with key widening participation schools and colleges and other target groups, in liaison with the Student Recruitment Team.

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 reporting on selected widening access initiatives and milestones.

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

Represent the University at external events/fairs when required.

Assist the Outreach Team 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.

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

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

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

Assist with the production of outreach materials and resources to meet the demands of the Outreach Team and its projects.

Assist the Outreach Team with the development of effective online content to support Outreach activity, including social media.

Liaise with colleagues at all levels across the University in delivering outreach activity.

Participate in outreach planning, attending meetings as required.

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 Coordinator 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, Communications and Recruitment department.

Person Specification

Criteria	Essential*	Desirable*
Qualifications and/or membership of professional bodies	A relevant first degree or equivalent	
Knowledge and experience	<p>Experience of working within higher education, (or similar) student outreach or recruitment, learning or programme teams</p> <p>Experience of working with projects from start to finish</p> <p>Experience of working with or supporting children and young people, hard to reach groups and/or adult learners</p> <p>Awareness of potential barriers to participation in further and higher education and strategies to overcome them</p>	<p>Experience of using a customer relationship management system and/or HEAT</p> <p>An understanding of the higher education sector and of the UK schools and colleges system</p> <p>An awareness of the Widening Participation agenda and the University's obligations as set out in its Access and Participation Plan</p>
Specific skills to the job	<p>Excellent customer service skills</p> <p>Ability to work collaboratively with colleagues, at all levels, across the University</p> <p>The ability to motivate and raise aspirations of students from a wide range of backgrounds and age groups</p>	
General skills	<p>Excellent oral and written communication skills, with the ability to communicate with a variety of audiences</p> <p>Effective presentation skills</p> <p>Excellent organisation and time management skills</p>	

	<p>A proactive approach and ability to work on own initiative</p> <p>Excellent interpersonal skills and ability to work within a team</p> <p>Excellent attention to detail</p> <p>Competence in the use of information technology for word processing, e-communications, spreadsheets and database management</p>	
Other	<p>A flexible approach to work which includes regular evening and weekend work, and travel within the UK</p> <p>A commitment to widening participation, social inclusion and equal opportunities</p>	A full current UK driving licence

Disclosure and Barring Scheme Is a DBS Check required:  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.