

SECTION A: THE ROLE	
Job Title:	Student Recruitment & Outreach Officer
Department/Service:	Student Recruitment and Outreach
Job Grade:	Grade 06 (between 0.6FTE - 1.0FTE)
Job Family:	Services
Job Location:	Barrow in Furness
Responsible To:	Outreach Manager (line manager) and Student Recruitment Manager
Role Purpose:	
<p>This is a specialised role focused on developing strong partnerships and building relationships with target schools and colleges to promote the University to pre and post-16 learners, their influencers, and prospective students. The role aims to increase both the number and diversity of applicants to the University of Cumbria, with particular emphasis on the new Barrow Campus.</p> <p>In addition, the post holder will be responsible for the planning, coordination, delivery, and evaluation of all open day events, open evenings, campus tours, offer holder events and course specific events at the Barrow Campus. This includes overseeing all logistical arrangements, working with facilities management teams on planning and set up, working with academic and professional services staff to develop engaging and informative sessions, ensuring a positive and welcoming visitor experience, working alongside marketing colleges to manage event communications, produce event assets and promotion, and gathering and analysing attendee feedback to inform continuous improvement. The post holder will play a key role in showcasing the campus and the wider University offer to prospective students and their supporters.</p> <p>The role will involve providing high-quality information, advice, and guidance on the University's range of study opportunities and progression routes. This will be delivered through careers events, engaging presentations, and interactive workshops both on campus and in school or college settings. A key focus will be increasing engagement and interventions with specific target schools and colleges to boost recruitment and support widening participation (WP) efforts. The post holder will support the planning, delivery, and evaluation of access and targeted WP recruitment activities in line with the University's strategic goals.</p> <p>Central to the success of this role is the ability to build and maintain strong relationships, both internally and externally. The post holder will liaise regularly with key contacts in targeted schools and colleges, demonstrating strong presentation, communication, account management, and networking skills. They will collaborate with academic colleagues to design subject-specific outreach activities and interventions, and work with the wider outreach team to ensure effective delivery across target schools and colleges in Cumbria, Lancashire, and surrounding regions. The role also requires strong project management skills, with the ability to manage multiple activities and priorities simultaneously, ensuring the timely and efficient coordination of outreach initiatives.</p> <p>This varied and engaging role that may involve attendance at open days, recruitment/outreach events across the UK and support over the Clearing period, as well as regular periods away from the office at other campuses in Lancaster and Carlisle. The post holder will be expected to be flexible with their working patterns to meet the needs of delivery and be prepared for occasional overnight trips.</p>	

SECTION B: PRINCIPAL DUTIES/KEY OBJECTIVES

1.	<p>To build and maintain strong relationships with key university staff, as well as target schools and colleges, to enable the conditions for delivery of impactful pre and post 16 outreach, supporting student recruitment and widening access by generating recruitment opportunities, meeting engagement targets generating enquiries (leads).</p>
2.	<p>To plan, develop, deliver, and manage outreach activities and events both on and off campus that promote the University to diverse audiences, including school students, teachers, parents, and careers advisers, in line with the outreach framework. This includes the end-to-end planning and coordination of events, ensuring effective delivery and alignment with strategic objectives.</p> <p>Plan and facilitate subject-specific initiatives in collaboration with academic institute staff, and work with outreach colleagues to coordinate and secure subject-led engagement across multiple schools and colleges.</p> <p>Activities may include:</p> <ul style="list-style-type: none">• School-based interventions – Information, Advice and Guidance workshops/presentations• Subject-specific talks, taster sessions, or masterclasses• Community-based interventions• University and student services-based activities• On-campus visits and taster days• Collaborative projects with HEIs, Uni Connect partnerships, or other aligned organisations• Residential/non-residential summer schools• Planning and execution of large-scale outreach events, including logistics, stakeholder coordination, and evaluation
3.	<p>Leading the planning, delivery and evaluation of student recruitment events at the new Barrow campus that showcase the campus facilities, university and course portfolio offer to prospective students, applicants, and their supporters.</p> <p>The range of events will cover Open Days, Open Evenings, Campus Tours, course specific events and Offer Holder Days.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none">• Designing and delivering engaging Open Events, campus tour experiences, Offer Holder Days and course specific events to promote the Barrow campus and offer• Creating a structured annual schedule of events aligned with recruitment and conversion priorities• Coordinating logistics, communications, and on-the-day delivery to ensure a high-quality visitor experience• Working with Marketing, CRM & Web Teams to produce creative assets to support the event experience, and ensuring all events are promoted across a number of different channels• Using a number of different I.T platforms such as CRM systems to monitor event bookings, attendance and conversion data to support event planning, delivery and evaluation• Working with academic and professional services colleagues to develop subject sessions, campus tours, and support service showcases• Building relationships with local schools and colleges to drive attendance and awareness• Gathering and evaluating feedback to inform future event planning and continuous improvement

	This is a unique opportunity to establish the Barrow campus as a welcoming, aspirational destination from first point of contact.
4.	Deliver excellent customer service across all physical and digital engagements, ensuring all audiences, including prospective students, applicants, parents, and key stakeholders, receive a high-quality, welcoming, and consistent experience. Take a proactive approach to developing and refining customer service skills, staying informed about best practice and user expectations across platforms. Actively contribute to a culture of continuous improvement by sharing knowledge, supporting colleagues, and embedding high standards of customer service throughout the Department's outreach, events and engagement activities.
5.	With guidance from the Outreach Managers, manage your time and workload effectively to ensure deadlines are consistently met. Maintain accurate records of all interventions and communications using Salesforce, regularly tracking and monitoring progress to support effective planning, delivery, and evaluation.

Additional Information:

Working as part of the broader Student Recruitment and Outreach team, you will be expected to:

- Contribute to the organisation and delivery of our university wide Open/Visit days, including welcoming prospective students and accompanying visitors, working closely with staff and student representatives.
- Attend country wide student recruitment events such as UCAS events and school/college recruitment fairs.
- Support key recruitment activities (e.g. Clearing, CEC inbound/outbound calling) and student events.

You may on occasions and in line with operational needs:

- Be required to work different hours including at weekends/evenings;
- Be required to travel to other campuses and sites as necessary, including travel to our Lancaster and Carlisle campuses for meetings, planning with the wider Department and staff development.

The Student Recruitment and Outreach Officer will be expected to work flexibly in discharging such duties as may be assigned by the Student Recruitment and Outreach management team. The normal working week is 35 hours, however the post holder may be required to participate in activities in the evenings or at weekends and to work additional hours during peak periods (e.g. Clearing and Open Days/Recruitment events).

In addition to the duties listed here, you will be required to perform other duties which are assigned from time to time. However, such other duties will be reasonable in relation to the grade.

It is the University's intention that this role description is seen as a guide to the major areas and duties for which the post holder is accountable. However, the business will change and the post holder's obligations will vary and develop. The description should be seen as a guide and not as a permanent, definitive and exhaustive statement.

Our Values:

At the University of Cumbria, our values shape the way we work, our culture and environment.

We are PERSONAL

Individuals are at the heart of what we do, and our culture of belonging recognises and supports every person. As an institution, we have mutual respect for those we work with and

for and we care about understanding each other's challenges and helping one another to thrive.

We are PROGRESSIVE

As a university we have a determination to deliver our mission, which keeps us open to opportunities in front of us. We encourage thoughtful and inspirational ideas, and we tackle problems proactively, with optimism, creativity and courage.

We are ENGAGED

As stewards of knowledge and place, it is our privilege to champion the region and advocate for the value of education. The University of Cumbria is welcoming to different perspectives, expertise and experiences and we are committed to building and nurturing strong links with our communities.

Providing an Inclusive Environment:

The University of Cumbria is committed to providing an inclusive environment, where staff, students and visitors are encouraged to be their true self, in order to enhance the individual and collective experience. As a university community, we share the social responsibility of enabling this inclusive environment by valuing, respecting and celebrating differences, to ensure that we generate a sense of understanding and belonging.

The university recognises that our differences are our strength, seeking and valuing different perspectives and ideas, in an environment that is without prejudice and bias.

We are committed to embracing our responsibility as a facilitator of change and continue to develop our equality agenda in line with and, where appropriate, beyond the Equality Act 2010. We do not tolerate discrimination, bullying or harassment in any form on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Health & Safety Statement

All employees at the University of Cumbria are required to ensure that all duties and responsibilities are discharged in accordance with the University's Health and Safety at Work policy. They should take reasonable care for their own health and safety and that of others who may be affected by what they do or do not do. Employees should correctly use work items provided by the University, including personal protective equipment in accordance with training or instructions.

Criteria for Grade 6 (b) Services post. Role Title: Adviser / Officer	Essential/ Desirable	To be identified by:
Qualifications Educated to QCF Level 3 (A Level, Scottish Higher or equivalent) or equivalent experience. Educated to QCF Level 6 (degree level or equivalent) or equivalent experience. Professional qualification, working towards or membership of Professional Body.	Essential Essential Desirable	Application Form Application Form Application Form
Experience Previous experience in an administrative role dealing with administrative and information management systems and understanding of the relevant terminology. Experience of working in education and awareness of wider University, HE issues (particularly student recruitment and WP) and external changes such as innovations, changes in legislation/regulation which impact on the job. Experience of delivering student recruitment and WP work through working with internal staff/students as well as schools, colleges, communities and other partners and organisations. Experience of identifying, understanding and applying customer insight to segment the information needs of different target audiences to effectively connect and convert prospective customers.	Essential Essential Desirable Desirable	Application Form/Interview Application Form/Interview Application Form/Interview Application Form/Interview
Knowledge, skills and abilities Able to apply a detailed understanding of student recruitment and widening participation and its underlying principles, supported by evidence of experience and/or relevant educational background. Knowledge to act as a main point of contact/ point of referral for specific procedures, systems and processes etc. Skills to assess and organise resources, and plan and progress work activities, projects, and implement improvements within own area of work, using initiative and judgement with limited recourse to others. Well-developed analytical/problem solving capability to perform detailed analysis of information and identify issues to support decision making. Ability to provide detailed guidance, coaching, and instruction to develop the knowledge and skills of others.	Essential Essential Essential Essential Essential	Application Form/Interview/Presentation Application Form/Interview Application Form/Interview Application Form/Interview Application Form/Interview

4. Service Delivery	<ul style="list-style-type: none"> Standards of service are set and adapted by head of area Deals with internal or external contacts who ask for service or require information Responds to requests promptly, referring the user to the right person if necessary Typically deals with tasks with set standards and procedures. Able to adapt service within the remit of own role eg where role holder has responsibility for directing/co-ordinating activities or works with time sensitive information
5. Decision Making	<ul style="list-style-type: none"> Makes independent decisions concerning own work Makes collaborative decisions with line manager concerning own work and works with others to reach a conclusion Provides advice to others on day to day matters and within standard policies/procedures
6. Planning and Organising Resources	<ul style="list-style-type: none"> Required to determine the order of tasks of self on a day to day basis
7. Initiative and Problem Solving	<ul style="list-style-type: none"> Resolves standard day to day problems related to own workload as they arise by following guidelines or referring to what has been done before Recognises when a problem should be referred to others Frequently resolves more complex problems which require initiative and creativity
8. Analysis and Research	<ul style="list-style-type: none"> Required to analyse routine data or information using predetermined procedures and gathering the information from standard sources (eg internet searches, budgetary information)
9. Sensory and Physical Demands	<ul style="list-style-type: none"> Works in an office/learning environment
10. Work Environment	<ul style="list-style-type: none"> Works in an office/learning environment with no responsibility for others
11. Pastoral Care and Welfare	<ul style="list-style-type: none"> Shows sensitivity to those who may need help or are showing signs of obvious distress (general duty of care) Provides front line support/acts as first point of contact for staff and/or students or other users as appropriate
12. Team Development	<ul style="list-style-type: none"> May advise or guide new starters working in the same role or unit on standard information or procedures
13. Teaching and Learning Support	<ul style="list-style-type: none"> Required to support the provision of information to staff or students, as appropriate Required to support the provision of information to staff or students eg during Welcome Week
14. Knowledge and Experience	<ul style="list-style-type: none"> Required to have professional or specialist knowledge and undertake professional up-dating to ensure best practice in service delivery. In-depth understanding of own specialism to enable the development of service provision and initiatives. Professionally qualified / experienced