

## SECTION A: THE ROLE

<b>Job Title:</b>	Outreach Officer 0.8FTE
<b>Institute/Service:</b>	Marketing & Student Recruitment
<b>Job Grade:</b>	Grade 06
<b>Job Family:</b>	Services
<b>Job Location:</b>	Carlisle Fusehill Street
<b>Responsible To:</b>	Outreach Manager

### Role Purpose:

This is a specialised role with a large emphasis on partnership work and relationship building with target Schools and Colleges to promote the University externally to Post 16 learners/prospective students, their influencers and to increase the number and diversity of applicants to the University.

The role will involve providing professional information, advice and guidance on the range of study opportunities and progression routes via careers events and through creation and delivery of engaging presentations and workshops to prospective students, delivering events on our own campuses and in school/college settings. Alongside driving up interventions and engagements with specific target Schools and Colleges to increase recruitment you will contribute to the wider planning, coordination, delivery and evaluation of access, targeted WP recruitment activity. You will also support the evaluation and reporting of the Access and Participation Plan, ensuring targets are met and progress is made and sustained.

Central to this role is the development of relationships both internally and externally in order to achieve student recruitment targets. The post holder will be expected to liaise regularly with a number of targeted schools and colleges, demonstrating excellent presentation, communication, account management and networking skills. The post holder will be allocated an academic institute to work with to build subject specific outreach activities and interventions for delivery on and off campus and will work with the wider team of outreach professions to facilitate delivery of these activities in target Schools and Colleges.

This varied and engaging role involves attendance at recruitment events across the UK and outreach opportunities within allocated market areas, 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, managing their workload around overnight trips with some remote work.

## SECTION B: PRINCIPAL DUTIES/KEY OBJECTIVES

<b>1.</b>	To build and maintain strong relationships with key target schools and colleges, as well as university staff 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).
<b>2.</b>	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

	<p>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"> <li>• School-based interventions – Information, Advice and Guidance workshops/presentations</li> <li>• Subject-specific talks, taster sessions, or masterclasses</li> <li>• Planning and execution of large-scale outreach events, including logistics, stakeholder coordination, and evaluation.</li> <li>• University and student services-based activities</li> <li>• On-campus visits and taster days</li> <li>• Collaborative projects with HEIs, Uni Connect partnerships, or other aligned organisations</li> <li>• Residential/non-residential summer schools</li> <li>• Community-based interventions</li> <li>• University and student services-based activities</li> </ul>
<b>3.</b>	Lead on development and facilitation of subject led outreach activities and initiatives aligned to an allocated academic institute and work with M&R colleagues to promote and secure subject outreach interventions and engagements.
<b>4.</b>	<p>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.</p> <p>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.</p>
<b>5.</b>	With guidance and support from the Outreach Manager, 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.
<b>6.</b>	Support the delivery of wider team activities such as Open Days, Applicant Visit days, UCAS Fairs/HE fairs and Clearing.

### **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 recruitment events.

You may on occasions and in line with operational needs:

- Be required to work different hours including at weekends/evenings;
- Be required to stay away from home.
- 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 to meet the needs of the role 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 Role Title: Outreach Officer	Essential/ Desirable	To be identified by:
<p><b>Qualifications</b> <b>Qualifications</b> Educated to RQF Level 3 (A Level, Scottish Higher or equivalent) or equivalent experience.</p> <p>Educated to RQF Level 6 (degree level or equivalent) or equivalent experience.</p> <p>Professional qualification, working towards or membership of Professional Body.</p>	<p>Essential</p> <p>Essential</p> <p>Desirable</p>	<p>Application Form</p> <p>Application Form</p> <p>Application Form</p>
<p><b>Experience</b> Previous experience in an administrative role dealing with administrative and information management systems and understanding of the relevant terminology.</p> <p>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.</p> <p>Experience of delivering student recruitment and outreach work through working with internal staff/students as well as schools, colleges, communities and other partners and organisations.</p> <p>Experience of identifying, understanding and applying customer insight to segment the information needs of different target audiences to effectively connect and convert prospective customers.</p>	<p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p>	<p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p>
<p><b>Knowledge, skills and abilities</b> 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.</p> <p>Knowledge to act as a main point of contact/ point of referral for specific procedures, systems and processes etc.</p> <p>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.</p> <p>Well-developed analytical/problem solving capability to perform detailed analysis of information and identify issues to support decision making.</p> <p>Ability to provide detailed guidance, coaching, and instruction to develop the knowledge and skills of others.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Application Form/Interview/Presentation</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p>

Knowledge of relevant IT packages, information systems and procedures, ability to adapt/transfer skills to use new technology and development and maintenance of websites eg Microsoft Office	Essential	Application Form/Interview
Excellent presentational, oral communication, interpersonal and networking skills.	Essential	Application Form/Interview/Presentation
<p><b>Other</b></p> <p>Commitment to the <a href="#">strategic plan and values</a> of the University especially in relation to equality of opportunity at work and a healthy and safe working environment.</p> <p>Must be committed to the Safeguarding and promoting the welfare of children, young people and vulnerable adults including:</p> <ul style="list-style-type: none"> <li>• Motivation to work with children</li> <li>• Ability to form and maintain appropriate relationships and personal boundaries with children</li> <li>• Emotional resilience in working with challenging behaviours</li> </ul> <p>Enhanced Disclosure (via Disclosure and Barring Service) and Clearance required prior to confirmation of appointment offer (successful candidate only)</p> <p>Commitment to travel and work remotely across the country and to other university campuses.</p> <p>Full UK Driving Licence and/or access to a car/vehicle and driver.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Interview</p> <p>Interview</p> <p>DBS Application Process</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p>