

**JOB DESCRIPTION**

**MARKETING & EXTERNAL RELATIONS**

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**Job title:** Outreach Officer

**Responsible to:** Senior Outreach Officer

**Grade** 4

**Date:** September 2022

**Job purpose:** Drive, monitor and evaluate the successful implementation of the initiatives set out in the Access and Participation Plan including the implementation of monitoring and evaluation mechanisms a range of administrative and logistical coordination.

**Main duties and responsibilities**

1. To work with the Senior Outreach Officer to deliver the successful implementation of Falmouth University's outreach strategy, as outlined in the Access and Participation Plan
2. To deliver positive, informed and insightful outreach programmes and events focused upon engaging, motivating, inspiring and connecting with learners from under-represented groups. Activities may include presentations or workshops; mentor programmes; curriculum-linked projects; residential and campus events; parent and teacher events; events in partnership with other external partners
3. Develop and maintain relationships with teachers and coordinating staff in partner schools and colleges to effectively engage participation of schools and colleges and develop and deliver outreach activities to target learners. Work closely with key contacts to identify and develop collaborative activity programmes and events as well as increasing awareness of Falmouth University and its courses to drive and encourage applicants to the University.
4. Creation of engaging activity materials and resources designed to appeal to target groups and age ranges to include presentations, worksheets, and interactive activities.
5. Coordinate the design and delivery of curriculum-linked masterclasses, engaging and supporting academics from across the university to become involved in outreach activity delivery.
6. Work with the Student Ambassador scheme function to manage student ambassador engagement in outreach activities, including planning and coordinating activity; delivering training for Equity Ambassadors; providing leadership, coaching and support to ambassadors during events and activities

7. Develop and maintain relationships with a range of external stakeholders and partners, to design, deliver and evaluate effective collaborative initiatives with target learners, teachers and parents.
8. Working with the recruitment team to encourage and monitor applicants from under-represented groups from first point-of-contact with the University.
9. Support the coordination of, and take responsibility for, a range of administrative and logistical tasks related to activity and programme delivery. This will include communicating with a range of clients and stakeholders; activity programme and diary management; travel and other bookings; resource and evaluation planning and delivery; risk assessments and safeguarding compliance.
10. Deliver monitoring and evaluation of all programmes, activities and events. This will include having responsibility for the ongoing implementation of the HEAT Service and ensuring that all activities and events are evaluated effectively with feedback gathered from all participants (learners, teachers, parents, other community stakeholders).
11. Work with colleagues on data collection and analysis of applicant and student data (particularly the progress of participants of outreach activity) to identify gaps in access, success and progression of under-represented groups and report on the effectiveness of the programme
12. Undertaking recruitment duties such as participating in and leading internal and external recruitment activities, such as UCAS events, Open Days and Regional Interviews, as required.
13. Attending internal and external groups and sector events focused upon outreach and widening participation and representing Falmouth University and provide feedback to the wider recruitment and outreach team regarding best practice and policy updates.
14. Some national travel to schools and colleges and out of hours attendance will be required.

### **General Duties and Responsibilities**

1. To perform to high professional standards.
2. To manage independently any errors or concerns at the earliest opportunity, or notify a senior member of staff as appropriate.
3. To use initiative in order to determine priorities, work with autonomy, and work effectively with senior colleagues.
4. To be responsible for your own continuing self-development.
5. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
6. To work within and actively support the equality and diversity policies and practices of Falmouth University.
7. To participate in the University's Annual Performance Development Review Process.

## **Health and safety at Falmouth University**

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

### **Health & safety requirements**

In relation to health and safety, you are responsible for ensuring that:

- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).

## PERSON SPECIFICATION

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**Job title:** Outreach officer

Attributes	Essential requirements	Desirable requirements
Education and qualifications	<ul style="list-style-type: none"> <li>• A good undergraduate degree or equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>• Teachers, Careers Advice and Guidance or other relevant qualifications or continuing professional development</li> </ul>
Experience and knowledge	<ul style="list-style-type: none"> <li>• Experience working with children and/or young people and their parents/ carers</li> <li>• Experience and demonstrated effectiveness delivering activities, workshops and events to diverse groups</li> <li>• Experience of project and event management, including logistical coordination, planning and delivery of complex events</li> <li>• Knowledge of the UK education system, particularly the schools system</li> <li>• Experience liaising and maintaining relationships with external stakeholders (for example partner schools, other organisations)</li> <li>• Experience liaising with internal and external colleagues and departments such as catering and conferences</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of Widening Participation and the issues and potential barriers to access, participation, success and progression in higher education, particularly for those from disadvantaged backgrounds</li> <li>• Knowledge of the higher education system</li> <li>• Knowledge of child protection, safeguarding</li> <li>• Experience managing budgets</li> <li>• Experiencing of managing and supporting staff</li> <li>• CRM experience</li> </ul>
Skills and personal requirements	<ul style="list-style-type: none"> <li>• Excellent communication and interpersonal skills with the ability to engage a wide range of audiences on a range of levels, including teachers, pupils, parents and carers, internal staff, academics, external stakeholders and partner representatives</li> <li>• Ability to develop and deliver engaging and enthusiastic presentations, with an ability to connect with, inspire and enthuse audiences</li> <li>• Ability to convey sometimes complex information to diverse audiences</li> <li>• Excellent written skills</li> <li>• Well organised and the ability to prioritise and work to tight deadlines</li> <li>• Ability to anticipate and solve problems as they arise, including the ability to work autonomously</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrated leadership skills and experience</li> </ul>

	<ul style="list-style-type: none"> <li>• Well-developed teamwork skills and experience working in a fast-paced team environment</li> <li>• Excellent numeracy and analytical skills</li> <li>• Ability to use a range of Microsoft Office programmes and other institutional technologies</li> </ul>	
Evaluation and analysis	<ul style="list-style-type: none"> <li>• Excellent numeracy and analytical skills</li> <li>• Ability to collect, monitor, analyse and report on a wide range of data</li> <li>• Experience monitoring and evaluating programmes, activities or events</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the HEAT Service</li> <li>• Experience contributing to Access and Participation Plans</li> <li>• Demonstrable evaluation and report writing ability and experience</li> </ul>
Other	<ul style="list-style-type: none"> <li>• This role requires a willingness to work flexibly including evening and weekend work, and national travel as required</li> <li>• Satisfactory enhanced DBS check</li> </ul>	<ul style="list-style-type: none"> <li>• Current driver licence and access to a vehicle</li> </ul>