

Job Description

Outreach & Recruitment Officer

Outreach & Recruitment

Outreach, Recruitment & Marketing



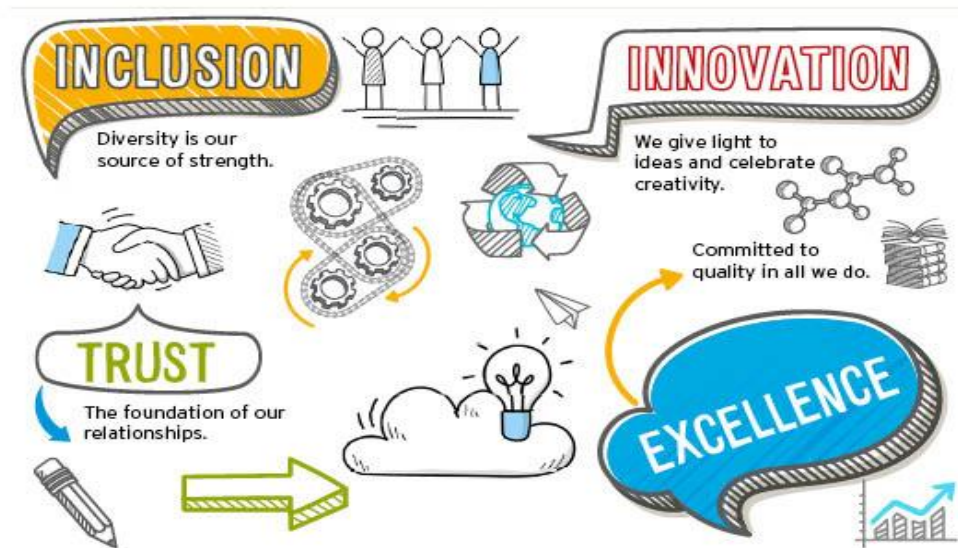
Brief summary of the role

Role title:	Outreach & Recruitment Officer
Grade:	Grade 6
Faculty or Directorate:	Outreach, Recruitment & Marketing
Service or Department:	Outreach & Recruitment
Location:	Main campus
Reports to:	Outreach & Recruitment Manager
Responsible for:	N/A
Work pattern:	Full time

About the University of Bradford

Values

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion part of everything we do – from how we build our curriculum to how we build our workforce. It is the responsibility of every employee to uphold the university values.



Equality, Diversity, and Inclusion (EDI)

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion at the heart of everything we do.

We foster a work environment that's inclusive as well as diverse, where staff can be themselves and have the support and adjustments to be successful within their role.

We are dedicated to promoting equality and inclusivity throughout the university and have established several networks where individuals can find support and safe places fostering a sense of belonging and acceptance. We are committed to several equality charters such as Athena Swan, Race Equality Charter, Disability Confident and Stonewall University Champions Programme..

Health, safety, and wellbeing

Health and Safety is a partnership between employee and employer each having responsibilities, as such all employees of the University have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions.

It is the responsibility of all employees that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

Managers should note they have a duty of care towards any staff they manage; academic staff also have a duty of care towards students.

All colleagues will need to ensure you are familiar with any relevant Health and Safety policies and procedures, seeking advice from the Central University Health and Safety team as appropriate.

We are registered members of the University Mental Health Charter. This visibly demonstrates our commitment to achieving cultural change in student and staff mental health and wellbeing across the whole university, whilst supporting the vision of our People Strategy to create a culture and environment of transformational diversity, inclusion and social mobility, creating a place where our values come to life and are evident in our approach.

Information governance

Employees have a responsibility for the information and records (including student, health, financial and administrative records) that are gathered or used as part of their work undertaken for the University.

An employee must consult their manager if they have any doubts about the appropriate handling of the information and records with which they work.

All employees must always adhere to data protection legislation and the University's policies and procedures in relation to information governance and information security.

Employees will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

Criminal record disclosures and working with vulnerable groups

Depending on the defined nature of your work and specialist area of expertise, the University may obtain a standard or enhanced disclosure through the Disclosure and Barring Service (DBS) under the Rehabilitation of Offenders Act 1974.

All employees of the University who have contact with children, young people, vulnerable adults, service users and their families must familiarise themselves, be aware of their responsibilities and adhere to the University's policy and Safeguarding Vulnerable Groups Act 2006.

The University is committed to protect and safeguard children, young people and Vulnerable Adults.

Suitable applicants will not be refused positions because of criminal record information or other information declared, where it has no bearing on the role (for which you are applying) and no risks have been identified against the duties you would be expected to perform as part of that role.

Role holder: essential and desirable attributes

Qualifications

Essential	<ul style="list-style-type: none">• A good standard of education including GCSE English & Maths or equivalent
Desirable	<ul style="list-style-type: none">• Experience of studying in higher education

Experience, skills, and knowledge

Essential	<ul style="list-style-type: none">• Experience of working with under-represented groups in higher education• Administrative experience in a customer service focused team• Customer service experience face to face, via telephone & email in a professional manner• Proficiency in Microsoft Office & use of the internet• Experience of using CRM systems/databases to input & manage data• Experience of preparing & delivering presentations to audiences of various sizes• Experience in producing management reports & documents• Excellent written & oral communication skills & the ability to target communications to the appropriate audience
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	<ul style="list-style-type: none"> • Excellent presentation skills, including the ability to speak to large groups of people of varying ages, backgrounds & abilities • Ability to prioritise & organise own workload • High level of accuracy & attention to detail • Awareness of the current issues facing students in higher education
Desirable	<ul style="list-style-type: none"> • Experience of working in education, in an FE or HE environment • Experience of preparing for & attending events • Experience of working with external partners in an educational context to build links & establish partnerships • Knowledge of the UCAS application process • Knowledge of UK post 16 qualifications & an understanding of the higher education sector

Personal attributes

Essential	<ul style="list-style-type: none"> • Friendly, helpful, & confident manner • Enthusiasm for higher education • A supportive & inclusive role model in the team • Commitment to high quality customer service
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	<ul style="list-style-type: none"> • Confidentiality, discretion, & sensitivity • Self-motivated & willing to take on new challenges • Ability to cope with change & working to tight deadlines • Be willing to undertake any further training necessary to meet the requirements of the post
Desirable	<ul style="list-style-type: none"> •

Job Specific Requirements

Essential	<ul style="list-style-type: none"> • Full UK driving license • Willingness to travel extensively in the UK • Flexible approach to working hours to cover evening & weekend events • Use of own vehicle for business travel (desirable)
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Main purpose of the role

The Outreach & Recruitment Officer will be required to design, lead, & deliver a range of activities for UK students designed to raise their awareness of higher education & to support their application to University.

This will involve leading seminars & workshops on a range of higher education topics, liaising with academic colleagues to provide a range of interactive activities, attending local, regional, & national recruitment events & providing one-to-one guidance.

The Outreach & Recruitment Officer will also be responsible for pro-actively seeking new opportunities to develop new & existing relationships with schools, colleges & relevant external organisations & will be required to achieve mutually agreed sales targets.

Main duties and responsibilities

Note: The list below may vary to include other reasonable requests (as directed by university management) which do not change the general character of the job or the level of responsibility entailed

1. To support the Outreach & Recruitment Manager & other team members to ensure the effective delivery of the University's recruitment strategy, evaluating activities & providing suggestions for improvements
2. To effectively account manage a designated group of schools & colleges, pro-actively meeting with staff at these institutions to discuss their requirements, informing them of the University's offer & planning a programme of engagement activities to meet the needs of their student groups
3. To constantly pro-actively seek new business development opportunities to broaden the University's reach of schools & colleges at local, regional & national levels
4. To meet mutually agreed recruitment targets (including numbers of visits, lead generation & student recruitment numbers) for schools & colleges within the target regions
5. To seek & develop pro-active business relationships with information, advice & guidance & related organisations to promote awareness of the University of Bradford offer

6. To provide information, advice & guidance to applicants, teachers, careers advisers & parents about studying in higher education & about course opportunities available at the University of Bradford
7. To lead careers events & to deliver seminars at schools & colleges locally, regionally, & nationally on a range of subjects, including applying to higher education, student finance & subject specific presentations
8. To lead external events targeted at key influencers, including parents & carers & teachers & advisers
9. To attend recruitment fairs across the UK, providing course information to prospective students & advisers & accurately capturing data to facilitate future CRM campaigns
10. To represent the University at internal & external meetings with teachers, advisers & careers organisations
11. To provide feedback to the Outreach & Recruitment Manager to inform the development of the University's future offer for schools & colleges
12. To ensure that accurate records are maintained for all teacher, adviser, & agent contacts, & to effectively record all interactions which take place with individual schools & colleges/agents
13. To generate market reports which reflect engagement activity & recruitment impact with schools & colleges
14. To work with colleagues in the Outreach & Recruitment & Student Marketing teams to source & input new records into Salesforce (for example subject specific contacts) in order to facilitate pro-active marketing campaigns
15. To work with colleagues in the Outreach & Recruitment & Student Marketing teams to develop content for the production of recruitment presentations, printed & online marketing material
16. To liaise with Digital Officers & the Communications Team to promote events to applicants, parents, & advisers via social media
17. To ensure the delivery of an exemplary customer experience at all events for prospective enquirers & applicants, influencers, & advisers

18. To be aware of, & contribute to widening access & increasing participation amongst those groups considered to be under-represented in Higher Education
19. To demonstrate an ongoing commitment to Continuing Professional Development
20. As a university citizen supporting key student events throughout the year such as Open days, clearing, enrolment, & Graduation.
21. Any other duties commensurate with the grade & nature of the post