

Job Description

OUTREACH AND RECRUITMENT OFFICER
(NORTH WEST)

Directorate Of Outreach, Recruitment and Marketing



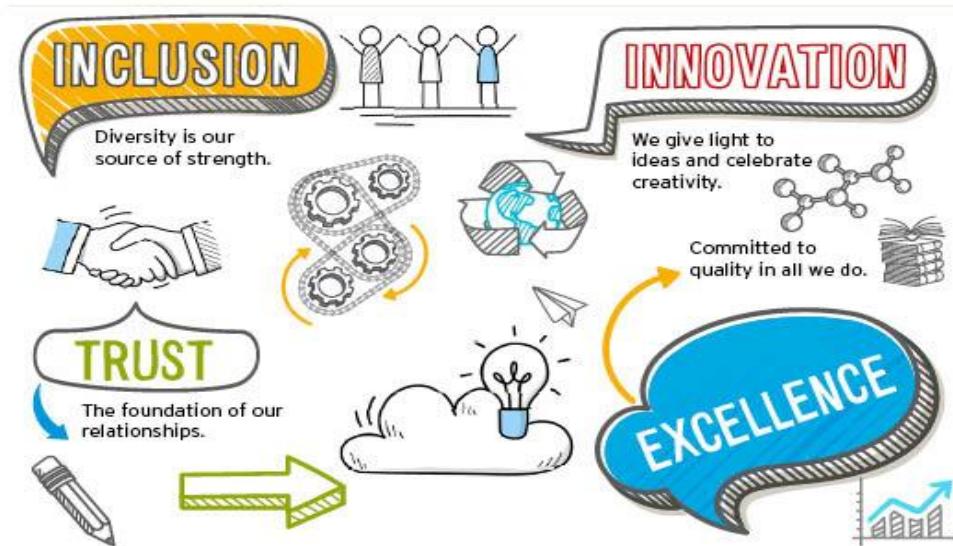
Brief summary of the role

Role title:	Outreach and Recruitment Officer (North West)
Grade:	6
Faculty or Directorate:	Directorate of Outreach, Recruitment and Marketing
Service or Department:	Outreach and Recruitment
Location:	City Campus
Reports to:	Senior Outreach and Recruitment Officer
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)

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 and 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 Business Development – identifying key contacts, developing effective communications and positive relationships• Experience of working with under-represented groups in higher education• Experience of working with young people• Administrative experience in a customer service focused team• Customer service experience face to face, via telephone and email in a professional manner• Proficiency in Microsoft Office and use of the internet• Experience of using CRM systems/ databases to input and manage data
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	<ul style="list-style-type: none">• Experience of preparing and delivering presentations to audiences of various sizes• Experience in producing management reports and documents• Excellent written and oral communication skills and the ability to target communications to the appropriate audience• Excellent presentation skills, including the ability to speak to large groups of people of varying ages, backgrounds and abilities• Ability to achieve results through liaison, collaboration and negotiation with individuals and agencies.• Ability to prioritise and organise own workload• High level of accuracy and attention to detail• Awareness of the current issues facing students in higher education• Friendly, helpful and confident manner• Commitment to high quality customer service• Confidentiality, discretion and sensitivity• Self- motivated and willing to take on new challenges• Ability to cope with change and working to tight deadlines• Be willing to undertake any further training necessary to meet the requirements of the post
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	<ul style="list-style-type: none"> • Ability to work effectively from home when required • Full UK driving licence • Willingness to travel extensively in the UK • Flexible approach to working hours to cover evening and weekend events
Desirable	<ul style="list-style-type: none"> • Experience of working in education, in an FE or HE environment • Experience of preparing for and attending events • Experience of working with external partners in an educational context to build links and establish partnerships • Knowledge of the UCAS application process • Knowledge of UK post 16 qualifications and an understanding of the higher education sector • Use of own car for business

Main purpose of the role

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

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

This role is based in Bradford but will work with schools, colleges and organisations predominantly in Greater Manchester and Lancashire.

The focus of this role will be to pro-actively seek new opportunities to develop new and existing relationships with schools, colleges and relevant external organisations across Greater Manchester and Lancashire and will be required to achieve mutually agreed sales targets.

The role is extremely varied and requires applicants to work on a flexible basis, including occasional evenings and weekends as required. Regular travel to locations across Greater Manchester and Lancashire, including overnight stays, will be required.

Main duties and responsibilities

1. To support the Outreach and Recruitment Manager and other team members to ensure the effective delivery of the University's outreach and recruitment strategy, evaluating activities and providing suggestions for improvements
2. To focus primarily on developing relationships with key contacts at Greater Manchester and Lancashire located schools and colleges identified as target institutions for recruitment. Then to effectively account manage these, pro-actively meeting with staff at these institutions to discuss their requirements, informing them of the University's offer and 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 in Greater Manchester and Lancashire and surrounding areas.
4. To meet mutually agreed sales targets (including numbers of visits, lead generation and student recruitment numbers) within the designated region.

5. To seek and develop pro-active business relationships with information, advice and guidance and related organisations in Greater Manchester and Lancashire to promote awareness of the University of Bradford offer
6. To effectively deliver key outreach presentations to prospective students studying A-Levels, and equivalent vocational courses, T-Level, Access to HE Diplomas, HNC and HND Courses to support their application journey and conversion to enrolment.
7. To provide information, advice and guidance to applicants, teachers, careers advisers and parents about studying in higher education and about course opportunities available at the University of Bradford
8. To lead on Greater Manchester and Lancashire located events for potential students, teachers and advisors, parents and carers and other key organisations.
9. To attend recruitment fairs across the UK, providing course information to prospective students and advisers and accurately capturing data to facilitate future CRM campaigns.
10. To provide feedback to the Outreach and Recruitment Manager to inform the development of the University's future offer for schools and colleges and advertising strategies in the Greater Manchester and Lancashire area.
11. To ensure that accurate records are maintained for all teacher and adviser contacts, and to effectively record all interactions which take place with individual schools, colleges and organisations.
12. To generate market reports from Salesforce and other sources which reflect engagement activity with individual and groups of schools and colleges
13. To work with colleagues in the Outreach and Recruitment and Student Marketing teams to develop recruitment presentations, printed and online material
14. To liaise with Digital Officers and the Communications Team to promote events to applicants, parents and advisers via social media
15. To ensure the delivery of an exemplary customer experience at all events for prospective enquirers and applicants, influencers and advisers
16. To be aware of, and contribute to widening access and increasing participation amongst those groups considered to be under-represented in Higher Education
17. To demonstrate an ongoing commitment to Continuing Professional Development
18. Any other duties commensurate with the grade and nature of the post.