

JOB DESCRIPTION

MARKETING & EXTERNAL RELATIONS

Job title: Next Steps South West Institutional Outreach Officer

Responsible to: Senior Outreach Officer

Grade 4

Date: June 2023

Job purpose: Under the direction of the Next Steps South West (NSSW) Institutional Leader and the NSSW County Team Leader, the role holder contributes to the delivery of a customer-focused, cost-effective and efficient collaborative outreach service. As a member of the extended NSSW team, the role holder will be responsible for working within Falmouth University to maximise institutional contribution into the programme and ensure collaboration across the consortium.

The NSSW outreach project is part of the Uni Connect programme funded by the Office for Students (OfS), who aim to increase the progression of students from disadvantaged backgrounds into Higher Education across Devon, Cornwall and some areas of Somerset through collaboration between partner institutions and external organisations.

In collaboration with a range of internal and external stakeholders in Devon, Cornwall and Somerset, the role holder works with potential students and those who influence them in making a well-informed choice of post-18 study, including university, colleges and apprenticeships, through delivery of events, activities and new initiatives.

Main duties and responsibilities

1. Contributes to the delivery of an effective and flexible outreach service, offering support, training and guidance as appropriate, taking strategic direction from the central NSSW team
2. Contributes to the delivery of NSSW core projects
3. 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

4. Liaises with the central NSSW team for guidance on marketing communications, financial reporting and evaluation to process and issue information, correspondence and documentation in line with the NSSW service.
5. Is fully conversant with the partner institution's operating processes to enable autonomous working
6. Contributes institution-specific information for the NSSW website
7. Sources institutional Student Ambassadors for the NSSW project working collaboratively with the Falmouth University Student Ambassador scheme function to manage student ambassador engagement, including planning and coordinating activity; delivering training for Equity Ambassadors; providing leadership, coaching and support to ambassadors during events and activities
8. Works across partner institutions to deliver collaborative activities
9. Develop and maintain relationships with NSSW contacts in schools to effectively engage participation of schools and colleges.
10. Increases attendance of NSSW target students at institutional events such as Open Days
11. Engages with and shares best practice with counterparts in other NSSW partner institutions
12. 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.
13. Prioritises and makes task-related decisions within designated activities
14. Ensures all activities undertaken are compliant with the institution's Safety Policy
15. Acts in a way that demonstrates the institution's commitment to Equality and Diversity for staff, students and partners
16. Deliver monitoring and evaluation of programmes, activities and events. This will include contributing to and maintaining the HEAT service.
17. Some regional 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

Job title: Next Steps South West Institutional Outreach Officer

Attributes	Essential requirements	Desirable requirements
Education and qualifications	<ul style="list-style-type: none"> • Numeracy and literacy at secondary education level (or equivalent demonstrable experience) • Educational attainment at further education level (or demonstrable equivalent experience) • Evidence of recent continuing professional development • Employment is subject to a satisfactory enhanced DBS Check 	<ul style="list-style-type: none"> • A good undergraduate degree or equivalent experience • Qualifications or study within or related to the creative industries
Experience and knowledge	<ul style="list-style-type: none"> • Experience working with children and/or young people and their parents/ carers • Experience and demonstrated effectiveness delivering activities, workshops and events to diverse groups • Experience of project and event management, including logistical coordination, planning and delivery of complex events • Knowledge of the UK education system, particularly the schools system • Experience liaising and maintaining relationships with external stakeholders (for example partner schools, other organisations) • Experience liaising with internal and external colleagues and departments such as catering and conferences 	<ul style="list-style-type: none"> • 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 • Knowledge of the higher education system • Knowledge of child protection, safeguarding • Experience managing budgets • Experience of working or studying within the creative industries • CRM experience
Skills and personal requirements	<ul style="list-style-type: none"> • 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 • Ability to develop and deliver engaging and enthusiastic presentations, with an ability to connect with, inspire and enthuse audiences • Ability to convey sometimes complex information to diverse audiences • Excellent written skills 	<ul style="list-style-type: none"> • Demonstrated leadership skills and experience

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