Access and Outreach Recruitment Manager

Department: Marketing, Recruitment, Admissions and Outreach, External Relations

Hours of work: Full time / 37 hours a week

Contract type: Open

Salary: £32,817 - £40,322 a year / Grade 6
Introduction

The University of York was founded on principles of social purpose, equality, diversity and inclusion. The Access and Outreach team is therefore central to our overall institutional ethos and strategy.

These post holders will play a vital part in the University’s Access and Outreach strategy and will be integral to ensuring the University meets the aims, objectives and targets as set out in our University strategy and Access and Participation plan. We are an ambitious and forward thinking team, and with renewed focus and investment there is no better time to join us.

We are looking for an innovative individual, with experience in widening participation or outreach-related roles, who will be motivated and dedicated to our cause. You will be joining a positive and committed team at an inclusive university.

The Access and Outreach Team offers a range of programmes that support people from under-represented groups and promotes progression to higher education for an ever more diverse student body. This is an exciting time to join this successful and dynamic team and play an important part in the development of access and outreach at the University of York.

We have a strong commitment to equality and diversity across all areas of the University community, both in our people and the services we provide to staff and students. Responding to the important shift in focus of access and outreach across the HE sector to support more students from specific under-represented groups, the University would like to encourage applicants who are male or from a Black or minority ethnic background to apply for this post.

Condition of Employment

This role is exempt from the Rehabilitation of Offenders Act. Consequently, all applicants will be asked to declare both unspent and spent convictions on their application form.

Appointment of the successful candidate will be conditional on a Disclosure and Barring Service check.

Main purpose of the role

In this new role, the post holder will focus on the management and delivery of new activities that support the recruitment of undergraduate students from under-represented backgrounds. You will have specific responsibility for proactively developing new relationships with specific schools and colleges. You will lead and deliver the development of a new programme of visits, both onto campus and into schools and colleges. This role forms a core part of our access and outreach work and will involve significant project management and oversight of programmes and activities.

You will facilitate partnership working with schools, colleges, students, alumni and community groups to deliver impactful events. You will take particular responsibility for our work with teachers and advisors from target WP schools nationally. Alongside the management of programmes of activity, you will also deliver presentations and activities, lead activities and events and manage and deliver residential programmes.

You will work with a range of audiences, including prospective students, school pupils, families, teachers and advisors. Your aim will be to support students from under-represented backgrounds to realise their aspirations and make informed post-16 and post-18 decisions.
Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

- To analyse and interpret market information about post-16 and post-18 study choices, and applicant decisions in relation to the University of York and our competitors, in order to inform the development of recruitment activity specific to widening participation of underrepresented groups.
- To provide significant input into new programmes and pilot initiatives that enhance our existing suite of projects and build new relationships with schools and colleges nationally. This will involve working from initial concept through development, implementation, delivery and evaluation.
- To take a leading role in the delivery and evaluation of activities delivered nationally with under-represented groups for the purposes of widening access and recruitment to the University of York including:
  - representation of the University of York at higher education exhibitions, schools and other external events
  - providing specialist information and advice to prospective students, their families, teachers and advisors at higher education events
  - disseminating specialist knowledge on behalf of the University of York to a variety of external audiences on a range of topics such as university choices, the application process, student money matters, unique selling points of the University of York
  - producing presentations, workshops, online content and literature effectively tailored to specific audiences
  - to make necessary preparation and appropriate follow-up to visits, including the use of mailing lists, databases
- To play a leading role in the development of our schools' engagement strategy, identifying new ways of engaging key schools and colleges, pupils and their families. You will also be expected to take a proactive role in developing and maintaining relationships with key stakeholders and University partnerships and will be expected to contribute to targeting plans and communications strategies that will support this aim.
- To input into the management and organisation, delivery and evaluation of the University’s Access and Outreach sustained programmes, particularly those provided for national audiences such as York Experience Summer School.
- To manage and lead in the planning and delivery of a range of exciting and impactful residential outreach events for pre-16 and post-16 participants, playing a role in the recruitment and training of student staff for residential events and completing a full post-residential evaluation.
- To develop monitoring and evaluation plans, producing regular written reports on the impact of your work, with a view to understanding its effectiveness in meeting our aims. This will include analysing data, producing and delivering evaluation and monitoring and presenting your findings to senior managers.
- To play an active role in the recruitment and training of York’s Student Ambassadors, Mentors and Residential Assistants supporting them to provide accurate and effective engagement with potential students at events both on and off campus.
- To liaise with a range of university staff including academic and professional services colleagues to facilitate their effective support of our work
- To prepare financial budgets and work within these to deliver programmes and report on the outcomes.
- To support in the line management of a growing team, which may include direct line management of colleagues and small teams.

The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake other duties within the scope and grading of the post.
## Person specification

### Qualifications

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- Degree or equivalent professional qualification, or relevant experience
- Full driving licence

### Knowledge

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- A good understanding of current issues around UK higher education, and widening participation and outreach issues and practice
- An good understanding of the complexities of national and regional widening participation and higher education progression agendas
- Detailed knowledge of UK secondary education, especially the post-16 qualifications framework including vocational qualifications and Access courses
- Familiarity with UCAS admissions processes
- Understanding of relevant statutory policies such as the Equality Act, the General Data Protection Regulation, Disability Discrimination Act, Freedom of Information and particularly Safeguarding, etc.
- Awareness of the role of the Office for Students
- Understanding of information, advice and guidance issues and barriers to progression to HE for under-represented groups, particularly progression to higher tariff institutions

### Skills, abilities and competencies

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- Ability to develop effective working relationships within an organisation and with external stakeholders
- Ability to communicate effectively with varied audiences face to face, in reports, publications and presentations - including a very good, confident public speaking style
- Excellent administrative and organisational skills, including demonstrable planning, prioritisation and time management skills
- Strong IT skills: experience creating and using spreadsheets, creating resources, presentations and workshops using a range of software and using online platforms
- Ability to analyse and evaluate the effectiveness of events and activities
- Ability to interpret, analyse and present (written and verbally) complex statistical data
- Proven ability to provide effective and supportive line management
- Ability to work independently and show initiative
- Ability to work as part of a team
| **Experience**                                                                 |  
|-----------------------------------------------------------------------------|<br>Ability to participate appropriately and persuasively in discussion and debate  
Ability to prioritise work where there are conflicting deadlines and demands whilst ensuring an excellent service level  
Substantial relevant experience of working to promote higher education among underrepresented target groups  
Experience of project management  
Experience of leading on projects, including targeting, monitoring and evaluation  
Experience of organising and delivering outreach programmes, complex events and activities  
Experience of operating budgets and financial record keeping  
Experience of working on residential events  
Experience of handling safeguarding issues  
Experience of Tableau, Business Objects or other data query tools  
Experience of using Customer Relationship Management (CRM) systems, preferably MS Dynamics  
| **Personal attributes**                                                     |<br>A proven strong commitment to widening participation and outreach in higher education for underrepresented groups  
Able to lead by example and motivate colleagues or a team  
Prepared to travel within the UK to fulfil work commitments  
Willingness to work some evenings, occasional weekends and overnight stays, as required  
A personable manner, able to adapt to approach different people and audiences  
A creative approach, whether communicating to potential students, or in solving problems  
Ability to obtain an acceptable enhanced disclosure from the Disclosure and Barring Service  
Prepared to accept restrictions on holidays especially at Easter and summer school periods  
| **Essential**                                                               |<br>Essential  
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