



University of
Salford
MANCHESTER

Job Detail

(Overview, Role Detail and Person Specification)

Marketing, Recruitment and External
Relations

Student Recruitment & Outreach Team

**Outreach and Widening Participation Assistant (Fixed Term
contract till September 2022) - Grade 4**

MPF2469

Role Title: Outreach and Widening Participation Assistant
Reports To: Outreach and Widening Participation Team Leader
Team: Student Recruitment & Outreach

Overview

Directorate overview

The Directorate of Marketing, Recruitment and External Relations is responsible for the core range of activities that promote and engage with the University's external environment and stakeholders. The Directorate is the brand guardian with a remit that covers student recruitment and admissions (both home and international), corporate and academic school specific marketing, corporate events and alumni & development. This Directorate is responsible for the strategic planning and operational delivery of key activities that support the University's ambitions for growth, diversity, increased profile and greater engagement with our friends to support that ambition both in kind and through philanthropic support.

STUDENT RECRUITMENT

The Student Recruitment Team's core focus is providing information, advice and guidance to young people to support their decision-making regarding higher education. The team comprises Student Recruitment & Outreach and Recruitment Support and covers a broad remit.

Student Recruitment and Outreach

The team are focused on management of the University's relationship with schools and colleges across the UK and Ireland and providing information to prospective students through engagement in schools and at UCAS and Postgraduate recruitment fairs. They work closely with key influencers including teachers, advisors and parents with the aim of attracting and recruiting those students who will best benefit from the University of Salford experience.

The Outreach Team work primarily with pre-16 year olds to raise aspirations and to deliver impartial information, advice and guidance about progression within education. They participate in collaborative projects with partner institutions such as the Greater Manchester Higher Scheme and play an active role in the National Collaborative Outreach Programme (NCOP) targeting specific wards within Greater Manchester.

Recruitment Support

Focused on the enquirer and applicant journey, the team provide the touch point for all enquirers and applicants during their journey to higher education. With a customer service focused approach, the team manages enquiry handling for all Home/EU prospective students, adhering to service levels and standards as appropriate and ensuring that all enquirers are provided with appropriate information to best inform their decision-making regarding higher education.

The team leads on the organisation and delivery of Open Days, Applicant Visit Days and applicant interviews, working in partnership with Admissions, Marketing, Estates and academic colleagues to ensure the highest quality applicant experience. Working closely with Marketing and Market Insight, they are responsible for ensuring that CRM technology is utilised effectively, that the enquirer and applicant journey is as seamless as possible and that timely and accurate information is provided at relevant parts of the student journey. They lead on management, training and delivery of the

admissions and recruitment CRM system for both professional services and academic colleagues and take operational responsibility for the University's clearing endeavour.

The team works in partnership with a wide range of professional services and academic colleagues in the achievement of its objectives.

Role Detail

This is an exciting opportunity for a recent graduate to gain skills and experience to begin a rewarding career within the higher education sector. The role will give the post-holder the opportunity to gain an understanding of widening participation by way of their designated tasks, staff training and development opportunities.

The post holder will take primary responsibility for the administrative work supporting the Outreach & Widening Participation team. This will involve a wide variety of tasks which are crucial in the smooth running of the team. The role is customer facing and will be the first point of contact for queries from schools and colleges by both phone and email. The role holder will have responsibility for managing the team's calendar of events, ensuring that information passed onto the outreach officers is accurate and up to date.

The successful candidate will take an active part in supporting on-campus events, taking a lead in pre-event organisation and providing on the day support including giving presentations about student life as a recent graduate. Attendee information will then be added to the HEAT database by the post holder following such events to enable the university to track impact and progress on an ongoing basis.

Greater Manchester Higher is a collaborative scheme across four universities and nine further education colleges and works in partnership with local teachers to provide school learners across Greater Manchester with free, high-quality higher education awareness-raising activities, as part of our commitment to widening participation. Activities include university visits, various activities in schools, professional development for teachers and events for targeted learners. As much of the outreach work which takes place at Salford is collaborative there will be a requirement to work with colleagues across the GM Higher network to ensure that events are successful, such as supporting campus visits or in-school delivery of workshops.

There will also be opportunities for the post-holder to work across the broader Recruitment Team, and to be directly involved in events such as Open Days, Applicant Visit Days and UCAS Fairs. Cross-team working is expected of all team members to support our common goal.

The post holder will be required to work flexible hours (including evenings and occasional weekend commitments).

Responsibilities

- To be the first point of contact for school/college enquiries through phone and email, providing an efficient service to external contacts and managing enquiries in a timely and professional manner
- To work with colleagues across the Greater Manchester Higher Network towards the common goal of providing information and guidance to students from Widening Participation backgrounds;
- To co-ordinate the team's calendar of events, ensuring all activities are diarised for Outreach and Widening Participation Officers and the Team Leader, as well as ensuring all event feedback is entered;
- To provide administrative support for all outreach activities, such as booking rooms, preparing classroom resources and liaising with catering contacts;
- To participate in the delivery of activities for young people, including delivering graduate insight into life at university presentations for young people;
- To assist in the delivery of all large-scale events, such as residential summer schools and campus visits by delivering workshops and presentations, supervising student ambassadors and offering general event support, as directed by event leads;
- To upload attendee tracking information into the Higher Education Access Tracker database in an accurate and timely manner following events;
- To co-ordinate student ambassador's attendance at events, as required;
- To support the work of the broader team by assisting with Open Days, Applicant Visit Days and UCAS Fairs as required and supporting activities such as Course Enquiries and Confirmation and Clearing when necessary;
- To demonstrate excellent customer service when dealing with all customers both internally and externally;
- To liaise and build effective working relationships with staff across the University to ensure objectives are met;
- To demonstrate commitment to continuous personal and professional development through actively participating in development events.
- Perform any other duties appropriate to the grade as may be required

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Please note that all staff within the Student Recruitment Team are occasionally expected to work weekends and outside of normal office hours. It should also be noted that during exceptionally busy periods it may be necessary to restrict annual leave.

Person Specification

Qualifications

| | The successful candidate should have: | Essential/ Desirable | Tested by* A, I, P, T |
|---|---|-------------------------|--------------------------|
| 1 | Undergraduate Degree (or equivalent) | E | A |
| 2 | A willingness to work evenings and weekends as required | E | A |

Background & Experience

| | The successful candidate should have: | Essential/ Desirable | Tested by* A, I, P, T |
|---|--|-------------------------|--------------------------|
| 3 | A strong record of academic achievement and engagement in university life | E | A, I, P |
| 4 | Evidence of a strong track record in paid employment | E | A, I |
| 5 | Experience of dealing with customer enquiries through telephone, email and in person | E | A, I |
| 6 | Experience of working on university events | E | A, I |
| 7 | Recent experience of higher education as a student | D | A, I, P |

Knowledge

| | The successful candidate should have: | Essential/ Desirable | Tested by* A, I, P, T |
|---|--|-------------------------|--------------------------|
| 8 | Knowledge of Widening Participation activities delivered by universities | E | A, I |
| 9 | Knowledge of the higher education sector | E | A, I, P |

Skills & Competencies

| | The successful candidate should have: | Essential/ Desirable | Tested by* A, I, P, T |
|----|--|-------------------------|--------------------------|
| 10 | A commitment to ongoing development of skills and knowledge with the aim of actively improving your work | E | A, I |
| 11 | An enthusiastic approach and a commitment to providing positive outcomes for young people | E | A, I, P |
| 12 | Ability to work effectively as a member of a team | E | A, I |
| 13 | Attention to detail and production of high quality work | E | A, I |
| 14 | Ability to prioritise workload effectively and to meet agreed timescales | E | A, I |
| 15 | Excellent IT skills, particularly Word and Excel | E | A, I |
| 15 | Excellent verbal and written communication skills | E | A, I, P |
| 16 | Professional manner and appearance | E | A, I |

A = Application form, I = Interview, P = Presentation, T = Test

Details of any assessments required will be provided in the invitation to interview letter.

- Appointments to grades 1 to 6 will normally include a competency based interview and work based simulation exercise

Candidate guidance

You may be asked in the application process to submit a 'cover letter'. What we are looking for is a detailed personal statement. It is not enough to simply state why you are applying for the role and why you think you are suitable. In order to fully meet the essential criteria candidates must show clear evidence of how they meet the criteria. Simply stating that you have a skill or experience in an area is not sufficient, you must provide a clear example to show how you have met each of the criterion you address.