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**Professional Services**

**Marketing and Communications**

**Outreach Co-ordinator**

**ZZ005238**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**THE TERMS OF APPOINTMENT**

Full-time

Permanent

Salary is in the range £35,211 - £38,460 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

The full-time standard University hours are 37 per week which are normally from 8.30 a.m. to 5.15 p.m. Monday to Thursday and 8.30 a.m. to 4.15 p.m. Friday with one hour and ten minutes for lunch.  Specific times may vary according to the Department concerned. If the position is part-time, the hours and days worked will either be as stated in the advert or discussed at interview/appointment. Overtime is not normally payable but time off in lieu may be given.

Annual leave entitlement is 32 working days in a full leave year. If you work less than 37 hours per week, your leave will be calculated on a pro-rata basis. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

It is a condition of the appointment for the proper performance of the duties of the post that the appointee will take up residence at a location such that they are able to fulfil the full range of their contractual duties. This residential requirement will be expected to be fulfilled within twelve months of taking up the appointment. The University has a scheme of financial assistance towards the cost of relocation, details of which can be found on the University website:

<http://www.port.ac.uk/departments/services/humanresources/recruitmentandselection/informationforapplicants/removalandseparationguidelines>

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Please note if you are the successful candidate once the verbal offer of employment has been made and accepted, references will be immediately requested. It is the University’s policy that all employment covering the past three years is referenced. A minimum of two references is required to cover this three-year period of employment or study (where there has been no employment). One of your referees must be your current or most recent employer.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

To comply with UKVI legislation, non-EEA candidates are only eligible to apply for this post if it has been advertised for a total of 28 days.

If the position has a requirement for Disclosure and Barring Service check (DBS), this will be stated in the advert. The DBS Application Form will be provided once the selection process has been completed.

All applications must be submitted by 23:59 (UK time) on the closing date published.



**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Outreach Co-ordinator  |
| **Grade:** | 7 |
| **Department:****Location:** | Marketing & Communications Mercantile House |
| **Position Reference No:** | ZZ005238 |
| **Responsible to:** | Outreach Manager |
| **Responsible for:** |  |
| **Effective date of job description:** | January 2019  |

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| **Context:** |
| The Marketing and Communications Department offers a complete in-house service to promote the University to its various stakeholders. The Department’s activities cover a wide range of marketing communications disciplines, dealing with brand management, internal and external communications, marketing strategy and campaigns, digital marketing and web strategy, press and public relations, recruitment and outreach and market research.**The role of the Recruitment and Outreach Team** is to lead, develop and implement the University’s recruitment strategies and outreach initiatives. To lead Faculty engagement in order to facilitate and manage the development of recruitment strategies and delivery of recruitment targets. To engage, lead and ensure delivery of the Access and Participation plan, delivering maximum impact, supporting University Strategy and business objectives.**The Outreach team** develop, lead and implement the University’s outreach strategy to achieve Access and Participation plan targets and increase applications to the University from under-represented groups. They build strong, sustained relationships with pre-16 schools and deliver a programme of high impact outreach and widening participation activity to engage pre-16 students, parents, teachers and advisers with higher education and the University of Portsmouth. |

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| **Purpose of Job:** |
| * Proactively build and sustain relationships with targeted pre-16 schools to raise aspirations to Higher Education and the University of Portsmouth and equip young people to make informed decisions about progression routes to Higher Education. In the longer term the aim is to increase the quantity and improve the quality of applications to the University of Portsmouth, particularly from under-represented groups, and to achieve the University’s Access and Participation plan targets.
* Develop, manage and deliver a range of targeted outreach initiatives and events both on and off campus for pre-16 students, teachers, parents/carers and advisors, with a focus on the 11-16 age range, particularly in schools across Portsmouth, SE Hampshire and the Isle of Wight.
* To maximise the impact of targeted outreach initiatives to support the achievement of the University’s Access and Participation plan targets and recruitment targets.
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| **Key Responsibilities:** |
| **Outreach:*** 1. Proactively build, account manage and maintain relationships with targeted pre-16 schools, particularly in Portsmouth, SE Hampshire and the Isle of Wight, in order to increase the profile of the University of Portsmouth and encourage all young people to consider Higher Education, and the University of Portsmouth in particular, as an option for the future.
	2. Develop, manage and deliver a range of targeted outreach initiatives for pre 16 schools and their students, parents and teachers, with a focus on the 11-16 age range, to raise aspirations and increase progression to Higher Education and the University of Portsmouth.
	3. Use data and analytics to target activity and evaluate outreach initiatives to ensure maximum impact in achieving the University’s Access and Participation plan targets and recruitment targets. Provide regular reports to managers on progress towards targets.
	4. Use the University’s Customer Relationship Management (CRM) system to manage relationships with schools, record and report on activity and provide a high level of customer service to schools and key stakeholders.
	5. Proactively and positively approach Widening Participation issues and lead on the development and delivery of activities to address these, keeping abreast of new developments, best practice and policy.
	6. Represent the University of Portsmouth at a designated number of UCAS exhibitions throughout the country per year and support the delivery of on campus recruitment events e.g. Open Days.
	7. Support the wider Recruitment and Outreach team working with other age groups, such as post 16 students, as required and support the team in its lead generation work.
	8. Work collaboratively with school and community partners to raise the profile of the University of Portsmouth in the local region and break down barriers to Higher Education with key stakeholders such as parents and teachers.

**Event organisation:*** 1. Lead on the organisation and delivery of events for pupils, parents and teachers at the University and off campus e.g. campus visits, summer residential, CPD events for teachers.
	2. Develop and deliver talks, workshops and mentoring programmes.
	3. To manage budgets and resources associated with outreach initiatives and projects.
	4. Oversee the work of university student ambassadors supporting outreach initiatives and events, delivering training as required

**Curriculum development and support*** 1. In consultation with Corporate Communications and Digital teams, develop, write and update promotional materials, (digital and print), to support the work of the team and curriculum in schools.
	2. Work in collaboration with the Faculty Recruitment and Outreach Liaison Manager and the University’s Faculties to develop, co-ordinate and deliver subject specific outreach activity and events to support the school curriculum, provide an insight into Higher Education and the University of Portsmouth’s courses and achieve University targets. Offer advice and guidance relating to the development of school and college links to staff across the university.

**General:*** 1. To comply with the University’s Safeguarding policy, ensuring staff and student ambassadors are fully trained and compliant with safeguarding procedures.
	2. To participate in performance & development review (PDR), ensuring that work produced is in line with the Department/University aims.
	3. To comply with the University's Health and Safety Policy and pay due care to own safety and the safety of others.  Report all accidents, near misses and unsafe circumstances.
	4. To support the University's commitment to equality, diversity, respect and dignity, creating an environment in which individuals will be treated on the basis of their merits, abilities and potential, regardless of gender, racial or national origin, disability, religion or belief, sexual orientation, age or family circumstances
	5. Undertake such other duties as may be required reasonably by the Head of Recruitment and Outreach or the Director of Marketing, Advancement and Communications.
	6. Undertake frequent, local travel to schools and events and occasional UK travel, including overnight stays, as required. Travel efficiently to multiple locations per day and transport promotional materials and stands to these events during these visits.
	7. Be flexible and adaptable in the approach to work routines. Work evenings and weekends as required.

**NOTE:**An Enhanced Disclosure and Barring Service (DBS) check is essential.There will be a large amount of local travel and occasional evening and weekend work. There may be occasional travel across the UK and away from home involving overnight stays. |

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| **Working Relationships:** |
| Head of Recruitment and OutreachOutreach ManagerRecruitment and Outreach TeamFaculty ADS’s and Faculty recruitment and outreach staffMarketing & Communications staffSchools and Networks within and outside of the University |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Extensive experience of working in the widening participation and higher education setting. | E | AF, S |
|  | Knowledge of issues and trends facing the Higher Education sector in the UK in relation to widening participation and student recruitment.  | E | AF, S |
|  | Knowledge of the structure and systems of the UK school and colleges system. | E | AF, S |
|  | Previous experience working with and motivating children or young adults. | E | AF, S |
|  | Experience of monitoring and evaluating the impact of outreach programmes or similar. | E | AF, S |
|  | Experience of event organisation and project management within a complex Higher Education Institution. | E | AF, S |
|  | Experience of managing resources and budgets associated with projects. | E | AF, S |
|  | Knowledge of curriculum development. | D | AF, S |
|  | Experience of developing and producing high quality resources, including digital resources. | D | AF, S |
|  | Experience in using Customer Relationship Management systems (CRM). | D | AF, S |
| **2.** | **Skills & Abilities** |  |  |
|  | Excellent communication skills, both written and verbal | E | AF, S |
|  | Excellent interpersonal skills, including the ability to inspire trust and confidence. | E | AF, S |
|  | Excellent organisational, project management, administrative skills and problem solving skills | E | AF, S |
|  | Ability to seek, collate, and analyse activity data for future recommendations and improvements. | E | AF, S |
|  | Excellent presentation skills to large groups | E | AF, S |
|  | Ability to motivate and communicate well with stakeholders, young adults and children | E | AF,  |
|  | Must be results-oriented and able to consistently review delivery against targets and objectives within established timelines for own workload and for any supervised or line managed staff. | E | AF, S |
|  | Proficient in the use of Microsoft Office and Google applications | E | AF, S |
|  | Strong analytical skills and confidence in using data to target and evaluate activity to measure return on investment | E | AF, S |
|  | Line management experience | D | AF, S |
| **3.**  | **Qualifications, Education & Training** |  |  |
|  | Degree in any discipline or equivalent higher education qualification  | E | AF,  |
|  | Full clean driving license | D | AF, S |
|  | Enhanced DBS disclosure | E | S |
|  | Relevant professional qualification related to marketing or working with children or adults | D | AF |
| **4.** | **Other Requirements** |  |  |
|  | Must be motivated, outgoing and committed to the principles of HE, FE and WP | E | AF, S |
|  | Must be willing and able to fulfil the travel requirements of the role, which includes frequent local travel and occasional travel throughout the UK and overnight stay(s). | E | AF, S |
|  | Must be adaptable in approach to work. | E | AF, S |
|  | Must be willing and able to work evenings and weekends as required. | E | AF, S |
|  | Must be able to work in a team and on own initiative | E | AF, S |
|  | Must possess appropriate personal style and presence to act as role model for target audience | E | AF, S |
|  | DBS clearance | E | S |

**Legend**

Rating of attribute: E = essential; D = desirable

Source of evidence: AF = Application Form; S = Selection Programme (including Interview, Test, Presentation)

**JOB HAZARD IDENTIFICATION FORM**

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| **Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the** [**Job Hazard Information**](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/jobhazardinformation/filetodownload%2C164407%2Cen.doc) **document in order to do this and give details in the free text space provided.**  |
| 1. International travel/Fieldwork
 |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants, welding fume)  |  |
| 1. Manual Handling (of loads/people)
 | x | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare settings, First Aiders, Nursery workers, Laboratory workers)
 |  | 15. Working with sewage, drains, river or canal water  |  |
| 1. Genetically Modified Organisms
 |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA
 |  | 17. Vibrating tools  |  |
| 1. Night Working

 (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment
 | x | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use etc)
 |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/non-ionising radiation/lasers/UV radiation
 | 21. Soil/bio-aerosols |  |
| 10. Asbestos and or lead  | 22. Nanomaterials  |
| 11. Driving on University business: mini-bus (over 9 seats), van, bus, forklift truck, drones only)  | 23. Workplace stressors (e.g. workload, relationships, job role etc)  |
| 12. Food handling  | 24. Other (please specify)  |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | Sarah Watkins |
| **Date** | January 2019 |
| **Extension number** | 2768 |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.