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**Support and Professional Services**

**Marketing and Communications**

**Outreach Manager**

**ZZ600676**

**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 £38,833 - £47,722 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 Midnight (GMT) on the closing date published.



**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Outreach Manager |
| **Grade:** | 8 |
| **Department:**  **Location:** | Marketing & Communications  Mercantile House |
| **Position Reference No:** | ZZ600676 |
| **Cost Centre:** | 47467 |
| **Responsible to:** | Head of Recruitment and Outreach |
| **Responsible for:** | Outreach Co-ordinator  Recruitment and Outreach Officer (11-16)  Recruitment and Outreach Project Officer (11-16)  Recruitment and Outreach Officer (Primary)  Recruitment and Outreach Project Officer (Primary)  SUN Project Leader (fixed term)  SUN Project Assistant (fixed term) |
| **Effective date of job description:** | July 2018 |

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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 services 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, 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 the 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 underrepresented groups. They build strong, sustained relationships with primary and secondary 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:** |
| * Develop, lead and implement university-wide outreach strategies and initiatives to increase applications to the University from under-represented groups and achieve the University’s Access and Participation plan targets. * Direct, manage and motivate the Outreach Team to proactively build and maintain relationships with targeted pre-16 schools to encourage students to progress to higher education and the University of Portsmouth in the longer term. * Develop, direct and evaluate a programme of targeted, high impact outreach activity to achieve the University’s Access and Participation plan targets. * Use data and analytics to target activity for maximum impact and develop robust evaluation methods to demonstrate the effectiveness and impact of outreach and widening participation activity. |

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| **Key Responsibilities:** |
| **Strategy:**   1. Work with the Head of Recruitment and Outreach to develop, lead and implement a university-wide outreach strategy to increase applications from underrepresented groups and achieve the University’s Access and Participation plan targets. 2. Create and lead a programme of outreach and widening participation activity that is evidence led, strategically focused and high impact. 3. Target, develop and sustain relationships with pre 16 schools, particularly across Portsmouth, SE Hampshire and the Isle of Wight, to raise the profile of the University of Portsmouth and increase progression to Higher Education. 4. 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. 5. Use data and analytics to ensure that outreach activities and initiatives are effectively targeted for maximum impact and return on investment. 6. Develop and lead a robust evaluation framework to measure the impact of outreach and widening participation activity and its return on investment in relation to targets, making changes and improvements as necessary. 7. Develop regular reporting and monitoring to measure performance against KPI’s and Access and Participation plan targets. 8. Undertake the analysis of data relating to agreed Key Performance Indicators, ensuring that there is appropriate and accurate management information available to all those who need it. 9. Review local and national policy and trends across the education sector to ensure that the University outreach strategy is agile and responsive to widening participation issues. 10. Identify, lead and drive activities and resources to support the curriculum within schools and colleges to ensure the work of the Outreach Team is aligned to changes in the national curriculum.   **Management:**   1. Lead, motivate, develop and inspire the Outreach team, structure their activity and performance to deliver results in line with operational and project budgets, providing clear objectives and managing performance against these. 2. Ensure that appropriate performance management and succession planning is in place so that the team remains agile and innovative. 3. Working with Southern University Network (SUN) partners and Faculties support the successful deployment of the NCOP Project. 4. Establish and manage databases, systems and technology solutions for reporting and tracking outreach trends, engagements and priorities. 5. Promote the development of collaborative and productive relationships across Marketing and Communications to ensure a joined up approach to recruitment and outreach activity and provide market insight to inform campaigns and marketing activity. 6. Manage and co-ordinate relationships with the Faculties to develop and implement Faculty-specific outreach plans to achieve the University’s Access and Participation plan targets ensuring an integrated approach to outreach and widening participation. 7. Work with the Recruitment Manager to maximise outreach activity to support the achievement of University recruitment targets. 8. Develop and establish new engagement activities for outreach and widening participation through technology and digital innovation 9. Support the development and implementation of databases, systems and technology solutions such as CRM to enhance outreach strategies and provide a high level of customer service to key stakeholders.   **Other:**   1. To comply with the University’s Safeguarding policy, ensuring that 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 Director of Marketing and Communications and the Head of Recruitment and Outreach.   **NOTE:**  Local travel and occasional evening and weekend work will be required. There may be occasional travel away from home involving overnight stay(s).  An Enhanced Disclosure and Barring Service (DBS) check is essential |
| **Working Relationships:** |
| Director of Marketing and Communications  Head of Recruitment and Outreach  Recruitment and Outreach Team  UK Student Recruitment Manager  Colleagues within Marketing and Communications  Faculty Recruitment and Marketing staff  Senior University staff  Networks within and outside the University |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Demonstrable experience in setting direction in relation to targets | E | AF, S |
|  | Demonstrate experience in leading high-performing teams to achieve targets and deliver high impact activity and initiatives | E | AF, S |
|  | Strong track record of devising and implementing successful outreach and widening participation strategies and initiatives with evidence of impact and return on investment. | E | AF, S, P |
|  | Strong knowledge of the HE sector and widening participation | E | AF, S, P |
|  | Strong knowledge of the school and colleges sector and curriculum development | E | AF, S, P |
|  | Experience of working with and motivating children and young people | E | AF, S |
|  | Proven project management and events management experience | E | AF, S |
|  | Experience of managing budgets | E | AF, S |
|  | Experience in developing and implementing evaluation to measure the impact of outreach and widening participation activity | E | AF, S, P |
|  | Extensive experience in using data and analytics to drive activity and measure impact and return on investment | E | AF, S, P |
|  | Evidence of building, maintaining and developing effective working relationships at all levels with a range of internal and external stakeholders. | E | AF, S |
| **2.** | **Skills & Abilities** |  |  |
|  | Excellent leadership and management skills | E | AF, S, P |
|  | Excellent communication skills (verbal and written) and presentation skills. | E | AF, S P |
|  | Excellent interpersonal and negotiation skills with ability to influence others | E | AF, S P |
|  | Excellent organisational and project management skills | E | AF, S |
|  | Ability to work under pressure in a dynamic environment and meet tight deadlines and achieve targets | E | AF, S |
|  | Strong analytical skills and confidence in using data to target activity and evaluate impact | E | AF, S |
|  | High level of initiative and creative approach to problem solving | E | AF, S |
|  | Exceptional time management skills | E | AF, S |
|  | Computer literacy | E | AF, S |
| **3.** | **Qualifications, Education & Training** |  |  |
|  | Good degree in any discipline | E | AF |
|  | Enhance DBS disclosure | E | AF, S |
|  | Professional marketing/leadership/education qualification | D | AF |
|  | Full clean driving license | D | AF |
| **4.** | **Other Requirements** |  |  |
|  | High level of professionalism with ability to command respect and credibility from all staff | E | AF, S, P |
|  | Drive for continuous improvement and highly motivated | E | AF, S |
|  | Must be willing and able to travel and work away from home as required. | E | AF, S |
|  | Willingness to work flexibly to meet demands of the role and work occasional evenings and weekends. | E | AF, S |

**Legend**

Rating of attribute: E = Essential; D = Desirable

Source of evidence: AF = Application Form; S = Selection Programme; P = 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,164407,en.doc) **document in order to do this.** | | | |
| 1. International travel/Fieldwork |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants) |  |
| 1. Manual Handling (of loads/people) |  | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare workers, 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, book sensitization etc) |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/ non-ionising radiation/lasers/UV radiation | | 21. Contaminated soil/bio-aerosols |  |
| 10. Asbestos and lead | | 22. Nanomaterials | |
| 11. Driving on University business (mini-bus, van, bus, forklift truck etc) | | 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** | 29/06/18 |
| **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.