



**Job title:** Outreach Operations Coordinator

**Reports to:** Outreach Officer

**Department:** Marketing and Communications

**Location:** Moulsecoomb

**Grade:** 5

**Purpose of the role**

The University of Brighton Outreach team works with students from a wide range of backgrounds to help support them into university, throughout their studies and into their careers. We believe everyone should have an equal and fair chance to study in higher education and that it is important to equip students with the knowledge, skills and experience to help them succeed.

The Outreach Operations Coordinator will support, develop and administer the University of Brighton Outreach and UK Student Recruitment teams' systems/processes used to promote awareness of higher education and the University of Brighton, in particular, amongst potential students from non-traditional backgrounds.

This will include promotion and communication of the scheme to target schools, colleges and students throughout the South East.

**Supervisory responsibility for:** Student Ambassadors working during events

**Main areas of responsibility:**

* Manage the email communication channels used by the Outreach teams to engage with partner schools, colleges, parents and carers.
* Oversee the shared team calendar in order to fairly allocate work requests to Outreach Coordinators.
* Support, develop and administer the Outreach teams event booking systems to ensure a positive user experience for applicants to events and effective administrative process for the team.
* Oversee and develop team administrative processes to ensure a consistent and streamlined approach.
* Oversee outreach event promotion on the University website, social media and monthly newsletters. Including developing promotional text in order to ensure the Outreach offer is clearly communicated with partners, and target audiences are able to sign up to events.
* Monitor, populate and maintain partner contacts within the Higher Education Access Tracker (HEAT) database and work with the Outreach Database Administrator to ensure that data held is up to date, consistent and accurate in order to support effective evaluation.
* Be the key point of contact for priority partner colleges, including attending planning meetings and organising partnership forum events to ensure that relationships are maintained, and Service Level Agreements are adhered to.
* Support organisation of outreach activities where appropriate, including the parent seminar series.

**General responsibilities**

*These are standard to all University of Brighton job descriptions.*

* To undertake other duties appropriate to the grade and character of work as may be reasonably required, including specific duties of a similar or lesser grade.
* To adhere to the University’s Equality, Diversity and Inclusion Policy in all activities, and to actively promote equality of opportunity wherever possible
* To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act.
* To work in accordance with the General Data Protection Regulation.



The person specification focuses on the knowledge, qualifications, experience and skills (both general and technical) required to undertake the role effectively. Please ensure that your application demonstrates how you meet the essential criteria. You will be assessed by your completed application form (A), at interview (I) and in some instances through an exercise (E).

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| **Essential criteria** |  | **A, I, E** |
| **Knowledge** | * + - * Demonstrate effective communication skills and be skilled in using a variety of communication technologies.       * An understanding of issues facing non-traditional learners;       * A clear understanding of the UK higher education system;       * Demonstrated knowledge of, and commitment to, relevant customer service standards, particularly with regards to use of telephone and email. | **A, I**  **A**  **A**  **A / I** |
| **Qualifications** | * Degree level qualification or relevant experience in a university setting. | **A** |
| **Experience** | * + - * Experience of building and maintaining relationships with external partners;       * Able to engage with a wide range of audiences in a professional and effective manner.       * Proven experience of communicating with secondary school pupils and college students ideally relating to Widening Participation or recruitment;       * Proven experience of developing, coordinating and maintaining projects, programmes or schemes.       * Experience in maintaining and developing office procedures and systems       * Experience of marketing to specific audiences including copy writing.       * Experience of managing social media content across a range of channels.       * Experience of producing reports for external and internal stakeholders. | **A / I**  **A**  **A / I**  **A / I**    **A**  **A**  **A**  **A / I** |
| ***Managing people*** | ***NA*** |  |
| **Technical/work based skills** | * Organisation and experience of using databases, systems / spreadsheets; * Able to write persuasive, clear and concise correspondence including copy writing * A systematic approach to prioritising and meeting work objectives. * Ability to develop engaging, audience-focused content for print, email, social media and other digital platforms. * Proficient in a range of software packages, including the full Microsoft Office suite, demonstrable commitment to keeping skills up to date. * Ability to use CRM and direct email platforms. | **A / I**  **A / I / E**  **I**  **E**  **A**  **A** |
| **Other requirements** | * Clear Enhanced DBS * Open days and some outreach activities are held on Saturdays, but there may also be a requirement to work some evenings. * Initially this role is likely to be based at home so the ability to work remotely is essential at this time. Your line manager will support you with this. | **A**  **A**  **A** |
| **Desirable** | * First-hand experience of studying and/or working at a UK university; * Knowledge of the operation of universities or other large multi- departmental organisation; * Proven experience of dealing successfully with members of the public; * Knowledge of relevant health and safety requirements; * Proficient in use of Google and other digital analytics. * Experience of supervising staff or student ambassadors | **A**  **A**  **A**  **A**    **A**  **A** |



* Any appointment is generally made at the bottom of the salary range for the grade dependent upon experience and previous salary.
* This is a full time post and is permanent.
* The University of Brighton welcomes job sharers. Job sharing is a way of working where two people share one full-time job, dividing the work, responsibilities, pay, holidays and other benefits between them proportionate to the hours each works, thereby increasing access to a wide range of jobs on a part-time basis. The advert for the post for which you are applying will indicate whether applications from job sharers can be considered (this may not be possible for a post that is already part time for example) and further information can be found on the ‘Balancing Working Life’ section here [Benefits and facilities](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx).
* Annual leave entitlements are shown in the table below and increase after 5 years’ service. In addition, to the eight Bank Holidays, there are university discretionary days between Christmas and New Year. All leave, including bank holidays and discretionary days, is pro-rated for part time employees.

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| **Grades** | **Basic entitlement per year** | **Grades** | **After 5 years’ service** |
| 1-3 | 23 days | 1-3 | 28 days |
| 4-7 | 25 days | 4-7 | 30 days |
| 8-9 | 27 days | 8-9 | 30 days |
| Band 10 and above | 30 days | Band 10 and above | 30 days |

* More information about the department/school can be found here [Professional Services Departments](https://www.brighton.ac.uk/about-us/contact-us/professional-services-departments/index.aspx) or here [Academic departments](https://www.brighton.ac.uk/about-us/contact-us/academic-departments/index.aspx).
* Read the University’s [2016 - 2021 Strategy](https://www.brighton.ac.uk/practical-wisdom/index.aspx)
* The University has an attractive range of benefits and you can find more information about them on our [website](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx).

**DBS**

The nature of this role will mean that a DBS check will be required. Further information can be found here: <https://www.gov.uk/government/organisations/disclosure-and-barring-service>. It will be stated on the recruitment advert if the post requires a DBS check.

Date: 27 May 2020