**JOB DESCRIPTION**
Outreach Officer
Vacancy Ref: N1481

<table>
<thead>
<tr>
<th>Job Title: Outreach Officer</th>
<th>Present Grade: 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division: UK Student Recruitment &amp; Outreach: Recruitment, Admissions and International Development (RAID)</td>
<td></td>
</tr>
<tr>
<td>Directly responsible to: Outreach Operations Manager</td>
<td></td>
</tr>
<tr>
<td>Supervisory responsibility for: N/A</td>
<td></td>
</tr>
</tbody>
</table>

**Other contacts:**
**Internal:**
Other USKRO colleagues, RAID colleagues, academic and support staff within departments and faculties, Lancaster University Students’ Union and all other professional services

**External:**
prospective students and their parents, school and college teachers and careers professionals, local/regional government, HEFCE and other higher education recruitment and outreach staff, Lancaster alumni

**Major Duties:**
The Outreach Officer will promote and recruit widening participation (WP) students to Lancaster. The role holder will be responsible for delivering high quality activities to attract WP students to Lancaster through the provision of bespoke WP programmes and initiatives such as summer schools and mentoring. In addition the role holder will provide information, advice and guidance at schools, colleges and recruitment events across the UK to students, parents and key stakeholders within schools and colleges.

This will be through a series of project

**Principal duties:**
1. To develop and deliver a programme of IAG initiatives for WP students across the UK
2. To collect data and develop reports relating to this activity
3. To represent the University at external school and college events throughout the UK
4. To give accurate information, advice and guidance to prospective undergraduate and postgraduate students about courses / student life at Lancaster, the UCAS process and student finance
5. Deliver high quality presentations about the University and other aspects of higher education both on and off campus
6. Plan, deliver and evaluate workshops that showcase the University and designated faculty, ensuring information is accurate, up to date and appropriate for the relevant audience
7. To liaise and network with teachers and careers professionals to develop effective relationships to meet Outreach recruitment targets
8. To be involved in the organisation and delivery of large scale on and off-campus recruitment events, such as Open Days, Teacher Conferences, Campus Tours and Applicant Visit Days
9. To liaise with academic and professional staff within faculties regarding the delivery of Outreach and conversion activities both on and off campus
10. To manage relevant UKSRO web pages and ensure information is updated as required

11. Assist in the development and produce relevant targeted recruitment publicity materials

12. To collect and monitor and share data on the University’s recruitment activities, in particular play a key role in managing the department’s target schools plan using available data.

13. To contribute to the evaluation and development of the University’s outreach activities and to support the University to meet its OFFA targets as outlined in the annual Access Agreement.

14. Maintain, update and keep abreast of own professional knowledge / sector wide issues relating to are to areas particular to the role and to share best practice and train other colleagues as necessary

15. Working with colleagues in UKSRO, to identify and select through recruitment and interview a pool of student ambassadors, mentors and advocates to work on outreach activities

16. Working with colleagues in UKSRO, develop an ongoing training and development programme for ambassadors and mentors

17. At all times to carry out your responsibilities with due regard to the University’s code on Equality and Diversity, University Health and Safety Codes of Practice and Child Protection Policy

18. Any other duties appropriate to the role as required by the line manager or Head of Department