

JOB DESCRIPTION
Outreach Officer
Vacancy Ref: N1667

Job Title:	Outreach Officer	Present Grade:	6
Division:	UK Student Recruitment & Outreach: Recruitment, Admissions and International Development (RAID)		
Directly responsible to:	Outreach and Student Success Manager		
Supervisory responsibility for:	N/A		
Other contacts:			
Internal:			
	Other USKRO colleagues, RAID colleagues, academic and professional 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:	<p>The Outreach Officer will promote and recruit widening participation (WP) students to Lancaster and in particular the faculty of Arts and Social Sciences (FASS) and Lancaster University Management School (LUMS). The role holder will be responsible for delivering high quality activities to attract high achieving WP students to Lancaster and specifically FASS and LUMS, through the provision of bespoke WP programmes and initiatives. 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.</p>		
Principal duties:	<ol style="list-style-type: none"> 1. To develop and deliver a new programme of FASS and LUMS related IAG initiatives for WP students across the UK 2. Working with staff in faculties and departments, to support the development and delivery of current faculty projects/initiatives 3. To collect data and develop reports relating to this activity 4. To represent the University, FASS and LUMS and their departments at external school and college events throughout the UK 5. 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 6. Deliver high quality presentations about the University, and the departments within FASS and LUMS as well as other aspects of higher education both on and off campus 7. 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 8. To liaise and network with teachers and careers professionals to develop effective relationships to meet Outreach recruitment targets 9. 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 10. To liaise with academic and professional staff within faculties and departments regarding the delivery of Outreach and conversion activities both on and off campus 		

11. To manage relevant web pages and ensure information is updated as required
12. Assist in the development and produce relevant targeted recruitment publicity materials for the departments within the faculty of Arts and Social Sciences and Lancaster University Management School
13. To collect, monitor and share data on the University's outreach activities, in particular play a key role in managing the department's target schools plan using available data.
14. 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.
15. Maintain, update and keep abreast of own professional knowledge / sector wide issues relating to areas particular to the role and to share best practice and train other colleagues as necessary
16. Working with colleagues in UKSRO, the faculties and its departments, to identify and select through recruitment and interview a pool of student ambassadors, mentors and advocates to work on outreach activities
17. Working with colleagues in the faculties, its departments and UKSRO, develop an ongoing training and development programme for ambassadors and mentors
18. 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
19. Any other duties appropriate to the role as required by their line manager or Head of Department or the Widening Participation Coordinating Group