JOB DESCRIPTION
Head of Social Mobility and Student Success,
Social Mobility and Student Success
External Relations

**Job Title:** Head of Social Mobility and Student Success

**Department/College:** Student Mobility and Success, External Relations

**Present Grade:** 8

**Directly responsible to:** Director of Recruitment, Admissions, and International Development

**Supervisory responsibility for:** Student Success Manager, Evaluation, Impact and Development Manager

**Other contacts**

**Internal:** Student recruitment and widening participation teams, University and External Relations senior management team, Marketing and Communications, UG/PG Admissions, International Office, Faculty Associate Deans and, Admissions Tutors, Programme Directors, Faculties and Departments, current students, Students’ Union, SES management and staff and all other professional services.

**External:** 6th form students, school pupils, their teachers, parents and key influencers, UG/PG enquirers and applicants, Alumni, suppliers and service providers, Office for Students, HE sector professional networks and funding organisations, community organisations, local government.

**Role Purpose:**

- Strategic lead for the University Access and Participation Plan (APP) and Widening Participation (WP) efforts. This includes developing and setting a student lifecycle approach to WP with a focus on achieving the University’s stretching and ambitious targets and objectives as outlined in the APP. Oversight and monitoring of all LU WP/APP activities delivered by academic departments, professional service units and external organisations along with being the University representative to external agencies and Ministries and key advisor to LU Senior leadership.

**Major Duties:**

1. **Management, delivery and co-ordination of the University’s WP strategy and operations**

   - Lead and advise on institutional policy for widening participation provision across the student lifecycle including outreach, student success and progression.
   - Act as a subject matter expert to support faculties and departments, and professional services areas in the development of their own strategy and operational goals regarding widening participation.
   - Evaluate annual work plans for all LU WP activity that realise the objectives and strategic direction of the University.
   - Work with colleagues across External Relations to ensure the development and maintenance of supportive digital resources for prospective WP students and their key influencers, ensuring that content is relevant, accurate and engaging.
   - Provide strategic oversight and guidance on work with colleagues across LUSU, faculties, SES, the Library, Senior Management and External Relations to ensure the development and maintenance of student success and progression resources; including an online web presence.
   - Write the University’s WP annual report.
   - Lead the development, implementation and evaluation, in conjunction with the Associate Director of Recruitment and Admissions, strategic objectives and plans for undergraduate outreach activity that deliver against the university’s strategic recruitment aims and objectives as well as those outlined in the University’s APP.
   - Lead and maintain the University’s relationships with key internal and external organisations/groups commissioned to deliver key WP activities in partnership with a range of LU departments and external stakeholders to ensure the University meets the targets outlined in its strategic plan and APP.
• Sit on the Widening Participation Advisory Group and lead the development and submission of the University’s Access and Participation Plan and related impact reports and monitoring returns to external bodies such as the Office for Students.
• To monitor and maintain the annual budget for the Widening Participation Advisory Group, work closely with all internal and external partners regarding allocated funds, advise Senior Management on annual funding bids, in year reports and end of year activity and budget reports. Circa £5.9M p.a.
• Represent WPAG and ER on University committees, as required, to present on Outreach, Student Success and Progression activity at Lancaster.
• Act as the main contact between the University and the Office for Students in relation to the APP and widening participation.

2. Specific responsibilities related to Social Mobility and Student Success
• Lead a team of experienced WP practitioners including, a Student Success Manager, 3 Student Success Officers, a Research, Impact and Development Manager and a Research and Impact Officer, and 2 Assistants, to ensure high quality delivery of activity that supports the transition, retention, success and progression of current students from a WP background.
• Develop long-term strategy and action plans that support the transition, retention, success and progression of current students from a WP background.
• Ensure all activity is monitored and evaluated against allocated resource to ensure the maximum return on investment for the University.
• Be responsible for the training, development and on-going management of the staff within the Social Mobility and Student Success team, including setting objectives and targets and monitoring performance utilising relevant University policies and procedures.
• Take lead responsibility in ensuring the effective recruitment, training, development, and deployment of Student Ambassadors to support the transition, retention, success and progression of current students from a WP background.

4. Specific responsibilities related to External Relations (ER)
• To be a key member of the ER senior team developing, implementing, and evaluating operational plans that support relevant Social Mobility and Student Success activities, to ensure student success in academic and personal development
• Take a lead role as subject matter expert in developing exemplary and sector leading widening participation activities and strategies across the student lifecycle for the ER team.
• Take a lead role as the Equality and Diversity subject matter expert for and ER. Ensure ER remain compliant with the Equality Act 2010.
• To monitor and review relationships with external agencies and suppliers, negotiating contracts and ensuring that the University secures value for money.
• Represent External Relations on working groups, project teams and committees, as required.
• Deputise for the Director of RAID where required at strategic meetings, covering annual leave etc.

5. Public and Community Engagement
• Represent the University at national conferences, seminars and workshops related to widening participation across the student lifecycle.
• Take a lead role as a subject matter expert in this when representing the University to relevant stakeholders, partners and key external networks.
• Take a lead role in ensuring that institutional strategy and policy remains in-line with changes to the
• education landscape in relation to widening participation.
• Any other duties related to the post as determined by the Director RAID.