



CANDIDATE PACK

OUTREACH OFFICER

SALARY: C£25,000

OUR COLLEGE

Fitzwilliam was founded in 1869 to broaden access to the University and we're proud of our history. Our outreach and widening participation activity builds on our principles to widen access to higher education for prospective students of all backgrounds.

This is an exciting opportunity to join our team and combine creativity and innovation to inspire young people and maximise their potential. You will be involved in developing and delivering a range of in-College and higher education events, presentations, and workshops. You will represent the College and ensure that learners, teachers, careers advisers and parents understand the benefits of studying at Fitzwilliam, learn about our courses and the progression routes available.

Fitzwilliam is a special and welcoming academic community committed to developing the talents of its students, supporting its Fellows, and the training and professional development of its staff. One of 31 colleges within the University of Cambridge, we are a community of around 1,000 people, including undergraduates, postgraduates, Fellows and staff. The College is set in beautiful grounds on a large, seven-acre site within 10 minutes' cycle ride of all the major University faculties and departments.

Our community is open and welcoming: each new individual who joins Fitzwilliam enriches our College and is encouraged to participate actively in College life. Principles of respect and fairness underpin all our work. Wellbeing is key to high academic and professional achievement and the College plays an important role in providing appropriate support in this regard, for students and staff alike.



THE CANDIDATE

What you will bring to the role

- An understanding of higher education;
- Experience of working with young people and an ability to relate and motivate them by delivering engaging activities in schools and College;
- Experience of widening participation;
- A customer-focused, can-do and positive approach towards the role;
- An ability to organise and prioritise your own workload and with an excellent attention to detail;
- Successful experience of event and project organisation and running;
- Excellent administration and report-writing skills;
- An ability to explain and communicate information both through written and oral communications;
- Strong presentation skills with an ability to adapt to different audiences;
- Excellent IT skills.

DUTIES AND RESPONSIBILITIES

Purpose of the role

The Outreach Officer works with the Admissions Tutors, Senior Admissions Officer, Admissions Officer and the Schools Liaison Officer (SLO), to manage current College student recruitment and widening participation events, initiatives and resources and to help develop outreach strategies. They create and maintain a clear and engaging public profile for outreach and widening participation at Fitzwilliam, and ensure effective engagement with prospective applicants, paying particular attention to those from underrepresented groups.

Primary Responsibilities

1. Take an active part in determining the College's outreach strategy, along with the Admissions Tutors and other team members

- Liaise with the Admissions Tutors and work with the Schools Liaison Officer to design and maintain a comprehensive programme of in-person and online outreach events, such as subject taster days, mentoring schemes and targeted widening participation strategies.
- Plan, organise and administer widening participation recruitment initiatives, including College and University Open Days (in person and online).
- Have day to day management of the widening participation and outreach budget in conjunction with the Admissions Tutors.
- Be the main contact person for Admissions events in college and coordinate events with/for the Schools Liaison Officer.
- Develop and maintain an up-to-date knowledge of research and best practice within the UK outreach sector.
- Attend the Schools Liaison Officers Group along with the SLO.
- Participate in CAO schools conferences and HR Fairs.
- Build relationships and collaborations with stakeholders from Departments, Colleges and central Admissions Offices of Oxford, Cambridge and other UK Higher Education Institutions and external partners where appropriate.
- Guide, support and collaborate with the Schools Liaison Officer. Train new Schools Liaison Officers where necessary.

2. Provide Admissions with a clear and engaging online profile and manage the communications for the department

- Produce engaging and up to date website pages for admissions.
- Oversee and coordinate subject pages on the website.
- Collaborate with Communications to create promotional materials and to maintain and revise our recruitment publications.
- Manage and build the admissions and outreach social media profile on a variety of platforms.
- Create and implement recruitment and PR campaigns.
- Liaise with the Communications Office and Development Office in establishing a key role for outreach in the College's wider communications strategy.
- Ensure Admissions Office communications activity reflects overall College aims.
- Take part in regular meetings of the Communications Committee to enable adequate co-ordination of communications efforts across teams.

3. Oversee the creation of reports, statistics, papers, and follow-up data management for the College's Outreach activities.

- Organise and keep up-to-date statistical data relating to past and present applicants, the admissions process and assessment of applicants, the College's progress against targets relating the Universities 'Office for Students' agreement, and the outreach activities of the College, including social media and website performance.
- Ensure that data is presented in the best form available for various forums.
- Produce written papers and reports for the Admissions Tutors, Directors of Studies, the Admissions Committee, the Communications Committee, and the Governing Body as needed.

4. Compliance

- Establish, or ensure access to, effective training and policies for all staff and students within Fitzwilliam College who are involved with Outreach activities, particularly on issues relating to safeguarding, Equal Opportunities, and Data Protection and including CAO Admissions procedures.
- Keep risk assessments up to date liaising with other staff in the department as necessary.
- Health and Safety: to comply at all times with the requirements of the College Health and Safety policy (including current social distancing and hygiene rules related to Covid-19) and positively contribute to maintaining a safe working environment.

5. General

- In accordance with normal College practice, give general assistance when the Tutorial and Admissions Offices, or other office staff are under work pressure, coordinated by the Head of Tutorial Office and Senior Admissions Officer as to holidays, resources, day-to-day running etc.
- Be prepared to work unsocial hours on occasion, particularly at peak admission times and occasional weekends for Open Days.

FURTHER PARTICULARS & APPLICATION

Tenure and Probation

This is a permanent role, subject to satisfactory completion of a six-month probationary period.

Hours of Work

Normal hours of work are 36.5 hours per week. This role will require the ability to work flexibly in line with the needs of the post, and a willingness to travel and undertaken evening and weekend work when required.

Benefits

33 days' holiday (including Bank/public holidays), enrolment into a contribution Group Personal Pension scheme, free lunch on duty, car parking on site and use of College sports facilities (including the College gym).

Pre-employment checks

Right to Work in the UK

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it.

Health Declaration

Once an offer of employment has been made the successful candidate will be required to complete a work health declaration form.

DBS

A satisfactory Enhanced DBS check is required with this post.

Qualifications

Please note that if you are offered the post you will be asked to provide your relevant original certificates of essential or desirable qualifications for this role.

References

Offers of appointment will be subject to the receipt of satisfactory references.

Information if you have a disability

The College welcomes applications from individual with disabilities. We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful to assist them during their employment.

Application Procedure

These further particulars and an application form are available to download from:- www.fitz.cam.ac.uk/vacancies or by telephoning Susan Kay on 01223 761050.

Applicants should provide a completed application form and a covering letter, outlining your suitability and experience, which should reach Susan Kay, HR Officer, Fitzwilliam College, Cambridge CB3 0DG, e-mail hr@fitz.cam.ac.uk not later than 5pm on Tuesday **12th October 2021**.

Interviews are planned to take place w/c **October 18th**.

