



VACANCY: OUTREACH AND STUDENT RECRUITMENT OFFICER (PART-TIME)

Wolfson College seeks to appoint an Outreach and Student Recruitment Officer to design and implement creative strategies to attract a diverse pool of outstanding applicants for mature (21+) undergraduate and postgraduate study.

The person appointed will be a confident and articulate communicator—online, in print and in person, with an active interest in widening the participation of students from groups underrepresented in higher education. Wolfson students come from all over the world and all walks of life; many prospective students may only discover the College through its online presence. Active engagement with social media and the development of appealing, innovative web content are key to success in this role. Candidates with skills in web content development, photography and/or video production are particularly encouraged to apply.

Because Wolfson College admits only mature undergraduates and postgraduates, the post does not involve work with schools, but it does require regular contacts with good FE Colleges and HE Access courses, as well as frequent interactions with prospective students over email, at Open Days and other events organised in Cambridge and elsewhere.

WOLFSON COLLEGE

Wolfson College is one of the 31 colleges of the University of Cambridge. It is a dynamic educational institution that admits mature undergraduates (aged 21 or above) and postgraduates from all over the world. Founded by the University in 1965 as University College, the College became Wolfson College in 1973 following a benefaction from the Wolfson Foundation. Wolfson takes pride in its reputation as an egalitarian and cosmopolitan community: over 90 nationalities are represented within the current student body and over 150 nationalities among our alumni worldwide. The College is one of the larger colleges in Cambridge, with 180 undergraduates, 440 full-time postgraduates, 260 part-time postgraduates, 110 Fellows and 100 non-academic staff. The College aims to provide outstanding academic and pastoral support tailored to the distinctive needs of all its students, not all of whom have followed standard routes to University education.

HOW TO APPLY

Please send a completed Wolfson College Application Form and Equal Opportunities Form (available online at www.wolfson.cam.ac.uk/about-wolfson/vacancies with a current CV and a covering letter that explains how your skills and experience suit you for this post. Please indicate in your letter whether you would be willing to work only 20 hours, only 30 hours or are open to both options.

All applications should be sent to arrive by 12 noon on 20 September 2019 by email to:

tutorial-manager@wolfson.cam.ac.uk , with 'Application for OSRO' in the subject line,

OR, by post to:

Raj Dhanaraj (ref. OSRO)
Tutorial Office Manager
Wolfson College
Barton Road
Cambridge CB3 9BB

It is anticipated that interviews will be held during w/c 30 September 2019

TERMS & CONDITIONS

Salary: £26,771 - £29,395 for 37.5 hours/ wk (*pro rata*), depending on experience;

Hours: The post is available in the first instance as a part-time appointment at 20 hours/week. It may be possible to increase the hours to 30 per week if funding becomes available. Specific working pattern to be agreed; however, hours may be distributed with some flexibility across the five-day work week, provided that events such as Open Days are covered and the postholder is able to take occasional trips to visit FE Colleges or attend workshops held outside Cambridge. Occasional Saturdays or early evening hours may need to be worked, but this will be rare. Time off in lieu will be given for any weekend or evening hours worked.

Holidays: Entitlement to 25 days' holiday per year plus 8 public holidays *pro rata*. Of the 25 days' holiday, the College schedules 3-4 days in December for all staff when the department is closed.

Benefits:

- Membership of the NOW pension scheme (www.nowpensions.com), with Employer contributions of up to 13%.
- Death-in-service benefit of two times salary.
- Membership of a healthcare cash plan.
- Free staff lunch when the College kitchens are open.
- Free parking.
- Use of the College Gym and Library.
- The College operates a childcare voucher scheme for staff.
- Cambridge University offers a subsidised staff accommodation rental Scheme to University and College employees.
- Personal training and development programme.

Probation: The appointment will be subject to an initial probationary period of six months during which the appointment may be terminated by one week's notice by either side. Following the successful completion of the probationary period, the period of notice will be two months by either side.

JOB DESCRIPTION

JOB TITLE: OUTREACH AND STUDENT RECRUITMENT OFFICER
DEPARTMENT: TUTORIAL
REPORTING TO: SENIOR TUTOR

1. JOB PURPOSE:

To design and implement effective strategies to attract a diverse pool of outstanding applicants for mature (21+) undergraduate and postgraduate study, with a particular focus on widening participation from groups underrepresented in higher education

2. KEY DUTIES AND RESPONSIBILITIES

A. Strategic Collaborations

- Work with the Senior Tutor and Admissions Tutors to devise a strategy for UK and international recruitment of undergraduates and postgraduates
- Work with the Communications Manager to build a comprehensive online presence with student stories, application and funding information across the college website, social media and other sites such as the Student Room and Quora
- Maintain contacts with Schools' Liaison Officers who are part of the Area Links Scheme at standard-age Cambridge Colleges, in order to brief them on mature undergraduate student applications, and enhance their outreach activities for prospective mature undergraduates

B. Events

- Participate as required in relevant outreach events such as the University Open Days (co-ordinated by the Cambridge Admissions Office) and Faculty Open days (e.g. Archaeology, English, Geography, Law, Veterinary Medicine)
- Liaise with the CUSU Access Officer in connection with the Mature Students Shadowing Scheme.
- Work with the undergraduate and postgraduate administrators (Tutorial Office) to organise College Open Days, and to develop other recruitment events (including online or virtual events).
- Design and deliver Offer Holders Days to inform and welcome offer holders to Wolfson
- Arrange and attend outreach events with Admissions Tutors and current students such as the Oxbridge Student Conferences in London.

C. Outreach

- Offer College tours across the year for prospective students
- Establish connections with high-quality FE Colleges and Access to HE Courses through regular email contacts and visits to schools to meet or run workshops with students and staff
- Develop and support outreach programmes specifically for students enrolled in FE/Access courses that can be identified as WP (such as free school meals eligible or coming from regions with lowest rates of entry into HE), such as Lucy Cavendish's HE+ scheme for Further Education Colleges.

- Organise and train Wolfson Ambassadors, both students and Fellows, to give College tours, make outreach visits to FE Colleges, respond to student queries in person and online
- Target particular University departments as appropriate for collaborative outreach work to prospective undergraduates and postgraduates

D. Record-keeping

- Act as the College lead on the Higher Education Access Tracker (HEAT) to monitor outreach and recruitment activity
- Maintain database of the FE Colleges and HE Courses whose students have applied –or ought to apply -- to Wolfson

E. Online Communications

- In collaboration with the Communications Manager, maintain the relevant sections of the website as a recruitment tool (applications, fees and funding, etc.)
- Develop online recruitment materials, including webinars/podcasts/short videos or stories about: life at Wolfson; exemplary student research; how to make a competitive application as a mature UG; funding opportunities; student life at Wolfson, including “a day in the life” style videos for different undergraduate subjects or postgraduate courses
- Develop and maintain an online prospectus
- In collaboration with the Communications Manager, the Admissions Tutors, Senior Tutor and student ambassadors, maintain and develop social media in support of outreach and student recruitment activities.

3. DECISION-MAKING

A. Decisions taken by the role-holder without reference to others

- Organisation of outreach and recruitment activities (i.e. Open Days, workshops)
- Responses to most queries from prospective students

B. Decisions taken by the role-holder in collaboration with others

- How to prioritise and allocate time to different aspects of the role
- Development of strategic direction for outreach and recruitment activity

C. Decisions taken by others following advice/input by the role-holder

- Allocation of budget, e.g. for travel, trainings, events, promotional materials etc.

4. BUDGETARY AND FINANCIAL RESPONSIBILITIES

- The Outreach and Student Recruitment Officer will be expected to manage a small budget to cover costs incurred in organising events, travel and training opportunities

5. NETWORK OF CONTACTS

A. Wolfson College

- Senior Tutor (line manager)
- Admissions Tutors
- Undergraduate Administrator
- Postgraduate Administrator
- Tutorial Office Manager
- Alumni & Development Office
- Conference & Events Office
- Communications Manager
- Directors of Studies

B. Other Colleges

- Schools Liaison Officer Group (SLOG) network
- Mature Colleges Admissions Tutors strategy group (MSG)
- Other Mature Outreach Officers

C. Cambridge University

- Cambridge Admissions Office (CAO)

D. External

- FE Colleges and HE Access courses
- Independent students
- National mature student support networks (e.g. NEON)

6. QUALIFICATIONS, KNOWLEDGE, SKILLS AND EXPERIENCE

EDUCATION AND EXPERIENCE	
Essential	Desirable
<ul style="list-style-type: none"> • A good (2.1 or above) undergraduate degree in any subject 	<ul style="list-style-type: none"> • A good (2.1 or above) postgraduate degree in any subject • Relevant work experience in one or more of the following: <ul style="list-style-type: none"> ○ the FE or HE sector ○ web content development ○ video editing and production ○ communications and writing
SKILLS AND KNOWLEDGE	
Essential	Desirable
<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Confident presentation skills, including an ability to engage academics, peers and prospective students from a wide range of backgrounds • Proficient in the use of Microsoft Office applications, particularly Word and Excel 	
PERSONAL ATTRIBUTES	
Essential	Desirable
<ul style="list-style-type: none"> • Excellent organisational and interpersonal skills • Tactful and sensitive in dealing with the current and prospective students, staff and the general public • Able to take initiative and think creatively, whilst recognising constraints of existing resources • Able to set and prioritise goals, to work under pressure and to meet deadlines • Able to work independently, but also to organise the work of others and to collaborate as part of a team • Able to work occasional weekend or early evening hours, and to travel in the course of visits to FE college or outreach events 	

7. TRAINING AND DEVELOPMENT

The Recruitment Officer will need to keep up to date regarding Cambridge admissions processes, undergraduate course requirements, and the UK HE environment. Training in the use of Moodle, CamSIS and HEAT will be provided as necessary.

8. HEALTH AND SAFETY

This post requires use of a computer display screen.

All staff must adopt a responsible attitude towards health and safety and comply with any procedures required by the College in order to ensure the health and safety of themselves, their colleagues and any other persons who may be affected by their actions. They must be prepared to undertake any training provided in relation to health, safety, College Policies and procedures.

The College actively supports equality, diversity and inclusion and encourages applications from all sections of society.

In applying for this role, you will provide personal data which the College will process in accordance with its data protection obligations and the Data Protection Policy. Please see: <https://www.wolfson.cam.ac.uk/about/governance/data-protection/data-protection-statement-job-applicants> for further information about how we process your personal data.