SCHOOLS LIAISON AND OUTREACH OFFICER: Job Description

Job Title: Schools Liaison and Outreach Officer

Department: Admissions

Reports to: The Admissions Coordinator, Robinson College

Role: To give advice on university applications, particularly applications to Cambridge, to school teachers and their students, especially amongst groups and in geographical areas that are currently under-represented in Cambridge.

To conduct statistical research into applications to Robinson College.

To raise the profile of Robinson College and contribute to student recruitment through outreach and other activities.

To manage the online presence of Robinson via social media and the College website.

To manage and organise the existing admissions events in College and develop new events.

Report details of outreach events on the Higher Education Access Tracker (HEAT)

Primary Responsibilities:

The development of contacts and activities including visits to schools in the areas of the country for which the College has responsibility through the Cambridge Area Links Scheme. These areas are: Gloucestershire, Swindon, Wandsworth and Wiltshire.

The Schools Liaison and Outreach Officer will also be closely involved in many of the other recruitment and widening participation activities of the College and the University, including Open Days, residential events and school visits to the College.

The duties are necessarily varied and include a range of responsibilities, some of which are shared but others will require independent and unsupervised work. The person appointed will be expected to work closely with the Admissions Tutors and the Admissions Coordinator and also, on occasion to work with other academic and administrative staff and students as appropriate.
**Detailed Duties:**

The Schools Liaison and Outreach Officer will:

- Familiarise themselves with the course content and admissions requirements of all Cambridge undergraduate degrees.
- Undertake regular trips to our Link Areas and other areas as appropriate, to establish new contacts and build existing relationships with schools and colleges and to advise potential applicants and their teachers.
- Work with teachers, tutors and HE advisers as well as with prospective students and their parents.
- Develop the College’s use of social media and other forms of communication, including annual mailings to schools and teachers and maintenance of the admissions section (and parts of the tutorial section) of the College website.
- Maintain a current database of school contacts and a record of outreach activities, including expenditure.
- Devise and implement methods of monitoring the effectiveness of outreach activities.
- Conduct statistical research into applications to Robinson College.
- Work with the Admissions Tutors, Admissions Advisers, and Admissions Officers regarding outreach activities and other College-based admissions events.
- Work with current undergraduates involved in access and outreach events.
- Maintain regular contact and cooperation with the outreach and recruitment teams in the Cambridge Admissions Office (CAO).
- Report details of outreach events on the Higher Education Access Tracker (HEAT)
- Attend termly meetings of the University’s Schools and Colleges Liaison Group.
- Liaise with the College’s Development staff regarding fundraising for the College’s access and outreach work.
- Provide administrative assistance in the Admissions Office as appropriate and particularly during November-December.
- Undertake other responsibilities and duties consistent with the role of Schools Liaison and Outreach Officer as may be requested by the Admissions Tutor from time to time.
- Write two reports to go to the College’s Governing Body, one summarising all outreach events conducted and one on the impact of the outreach/admissions work done.

The post holder will be required to participate in training designed to minimise occupational risks. This may include manual handling training, safe use of Display Screen Equipment and other training as advised by the Health and Safety Officer.

These duties may change from time to time due to the needs of the College. The post-holder will be notified in advance of any significant changes to these responsibilities.
SCHOOLS LIAISON AND OUTREACH OFFICER: Person Specification

Essential knowledge and experience:

- Education to first degree level.
- A good understanding of secondary education provision in the British Isles.
- Excellent working knowledge of Word, Excel, PowerPoint, Access, E-mail, the Internet and social media.

Personal skills and abilities:

- Good listening, communication (verbal and written), interpersonal and presentation skills.
- Ability to forge relationships with a wide variety of people.
- Ability to make formal presentations.
- Enjoyment of working with, and ability to establish rapport with, young people.
- Ability to work in an unsupervised and flexible manner and to take appropriate initiative.
- Ability to work as part of a team.

Desirable:

- Valid driving licence.
- Some previous employment in a related field (for example, within the higher education or secondary education sector).