ROBINSON COLLEGE
STANDARD OF PERFORMANCE JOB DESCRIPTION

JOB TITLE
Schools Liaison and Outreach Officer

RESPONSIBLE TO
The Admissions Coordinator

RESPONSIBLE FOR
N/A

MAIN PURPOSE:

The Schools Liaison and Outreach Officer will be closely involved in the recruitment and widening participation activities of the College and the University, including Open Days, residential events and school visits to the College. They will also be responsible for measuring and reporting on the effectiveness of those events as part of the overall Widening Participation and Recruitment programme.

In addition to this, the Schools Liaison and Outreach Officer will work to develop 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 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.

KEY AREAS AND STANDARDS OF PERFORMANCE:

1. TASK LIST AND RESPONSIBILITIES:

The tasks, functions and any key responsibilities of the job, to be carried out on a daily, weekly, monthly, etc basis.

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

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

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

1.4 To conduct statistical research into applications to Robinson College.

1.5 To report details of outreach events on the Higher Education Access Tracker (HEAT).
To familiarise themselves with the course content and admissions requirements of all Cambridge undergraduate degrees.

To work with the Admissions Tutors and Admissions Coordinator regarding outreach activities and other College-based admissions events.

To plan, organise and deliver outreach events in College, working with current undergraduates involved in access and outreach events.

To work with teachers, tutors and HE advisers as well as with prospective students and their parents.

To 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. This is subject to current social distancing rules, remote working and video calls may also be utilised.

To maintain the budget for outreach events and expenses for any travel undertaken as part of the overall admissions budget.

To maintain a current database of school contacts and a record of outreach activities, including expenditure.

To 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.

To attend the Widening Participation Committee (which meets in College once per term) and to complete minutes for that committee.

To maintain regular contact and cooperation with the outreach and recruitment teams in the Cambridge Admissions Office (CAO).

To attend termly meetings of the University’s Schools and Colleges Liaison Group.

To devise and implement methods of monitoring the effectiveness of outreach activities.

To 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.

To provide administrative assistance in the Admissions Office as appropriate and particularly during November-December.
1.20 To undertake other responsibilities consistent with the role of Schools Liaison and Outreach Officer as requested by Admissions Tutors.

1.21 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.

1.22 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.

2. PUNCTUALITY, ATTENDANCE & APPEARANCE:

   2.1 To be ready to commence duties at the appointed time.

   2.2 To remain on duty, productively working, until the appointed finishing time.

   2.3 To attend work as scheduled.

   2.4 To notify your supervisor/manager of any absences (e.g. holidays, sickness) that may occur in accordance with the procedure laid down in the Staff Handbook.

   2.5 To dress in the required uniform/protective clothing or in accordance with the set Appearance and Dress Code.

3. ATTITUDE TO WORK & CARRYING OUT INSTRUCTIONS:

   Willingness and enthusiasm with which work is carried out.

   3.1 To be reliable in the carrying out of instructions and tasks and to operate on a "right first time every time" basis.

   3.2 To be trusted to perform at least at the required standard and to be relied upon to complete tasks accurately/correctly.

   3.3 To listen carefully to instructions and to carry them out as directed.

   3.4 To check if you have not clearly understood what is required of you.

4. PRODUCT/TECHINCAL KNOWLEDGE:
The knowledge and experience required to carry out this job to the expected standard.

4.1 To undertake training as required in order to develop and improve your knowledge and expertise.

4.2 To be able to help and direct others accurately/correctly.

4.3 To develop general knowledge of the College location and layout, other departments’ services and products and this department’s services and products.

5. **ATTITUDE & BEHAVIOUR:**

   Positive interaction with other members of the team, supervisors and managers. General demeanour whilst at work.

   5.1 To empathise with the individuals within the team to form positive relationships.

   5.2 Positively participate to help create a good team atmosphere.

   5.3 To be constructive in communication with others, be cooperative and helpful and be supportive as needed.

   5.4 Honest and trustworthy. Pleasant in nature.

   5.5 Keep you line manager advised of matters which may affect the smooth running of the department.

   5.6 Demonstrate an understanding of other departments’ requirements and be supportive and helpful to them.

6. **HEALTH & SAFETY & OTHER LEGAL ASPECTS:**

   The carrying out of duties so that self and others are not put at risk from general hazards.

   6.1 Operate in a manner so as to ensure that you do not put yourself or others at risk.

   6.2 Report any hazards that you observe.

   6.3 Adhere to the Health & safety policy and procedures at all times.

June 2020.
## PERSON SPECIFICATION

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDUCATION &amp; TRAINING</td>
<td>Education to first degree level.</td>
<td>Some previous employment in a related field (for example, within the higher education or secondary education sector).</td>
</tr>
<tr>
<td>WORK EXPERIENCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INTELLIGENCE /APTITUDE /ATTITUDE</td>
<td>Excellent working knowledge of Word, Excel, PowerPoint, Access, E-mail, the Internet and social media.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A good understanding of secondary education provision in the British Isles.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ability to make formal presentations.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ability to work in an unsupervised and flexible manner and to take appropriate initiative.</td>
<td></td>
</tr>
<tr>
<td>PERSONALITY/INTER-PERSONAL SKILLS</td>
<td>Enjoyment of working with, and ability to establish rapport with, young people.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ability to forge relationships with a wide variety of people.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Good listening, communication (verbal and written), interpersonal and presentation skills.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ability to work as part of a team.</td>
<td></td>
</tr>
<tr>
<td>CIRCUMSTANCES</td>
<td></td>
<td>Valid driving license.</td>
</tr>
</tbody>
</table>

June 2020.