NORTHERN SCHOOLS LIAISON AND OUTREACH OFFICER: Job Description

Job Title: Northern Schools Liaison and Outreach Officer

Department: Admissions

Location: Remote working based in West Yorkshire, with occasional travel to Cambridge as well as other northern regions

Reports to: The Senior Tutor

Line Managed by: The Admissions Tutors

Role: To raise the profile of Selwyn College and Cambridge University amongst suitably qualified students in West Yorkshire and the north of England and those advising them. Working especially to target groups and geographical areas currently under-represented in Cambridge.
To work with the Cambridge-based Selwyn College Admissions team in the operations of Selwyn College’s admissions processes.

Primary Responsibilities:
The Northern Schools Liaison and Outreach Officer will have primary responsibility for the development of contacts and activities in the West Yorkshire area for which the College has responsibility in the Cambridge Area Links Scheme. They will support the Admissions Tutors in promoting the College’s and the University’s undergraduate outreach strategy by developing and improving relationships with schools and colleges in West Yorkshire and the rest of the north of England. This may involve working with a variety of partner organisations as well as directly supporting high achieving pupils in West Yorkshire schools and maintaining the College’s existing links and developing new ones. Raising aspirations and increasing applications to leading Universities will be a key objective alongside growing the range of partner organisations both in schools and colleges and beyond.
The Schools Liaison and Outreach Officers are also closely involved in many of the College’s recruitment and widening participation activities, including Open Days, residential events, webinars, school visits, and summer schools. They will also be responsible for ensuring effective communications regarding admissions, notably via social media and the College’s web presence.

To identify suitably qualified students and encourage them to consider a Cambridge application, especially those who meet the University’s widening participation priorities, and to engage with their schools and colleges, whether in the maintained or the independent sector.

As well as building on initiatives already in place, the expectation is that the new Outreach Officer will develop their own approaches.

The post is offered for an initial period of two years (fixed term contract) but with a possibility of renewal for further periods.

The duties are necessarily varied and include a range of responsibilities, some of which are shared, but many will require independent and unsupervised work. The person appointed will work closely with their Cambridge-based counterpart in furthering the College’s priorities. Both will be expected to work closely with the Admissions Tutors and the Admissions Officer, and to liaise with Directors of Studies and other Fellows as appropriate.

**Detailed Duties:**

The Schools Liaison Officer will act as an ambassador for Selwyn’s and Cambridge’s outreach activity within Yorkshire and the north of England. The duties will include:

- Working closely with the rest of the admissions team to ensure consistency of mission and message regarding outreach activities and College-based admissions events, both face to face and online.
- Organising and delivering outreach activities on behalf of the College, especially but not only, in the College’s West Yorkshire link area.
- Develop and implement access initiatives in West Yorkshire schools and colleges to support high achieving students in conjunction with relevant partnership agencies and schools.
- Maintaining an up-to-date database of school contacts, including inputting Selwyn’s data in the Higher Education Access Tracker (HEAT) system.
- Developing other means of monitoring and evaluating the effectiveness of the College’s efforts and analysing the significance of feedback and other data to inform regular reports and documentation of their activity.
- Reporting regularly to the Admissions Tutors.
- Liaising with the College’s students to engage their participation in recruitment activities.
- Develop and enhance relationships with key individuals in West Yorkshire schools and agencies
- Organise events to support initiatives including accompanying visits and residential trips to Cambridge
- Undertake regular visits to our Link Area partners.
• Visit and contact other (northern) areas as appropriate, to establish and to reinforce their links to Cambridge.
• Liaise with other interested parties including other Cambridge (or Oxford) colleges, and third sector organisations such as the Brilliant Club and other similar bodies.
• To observe and enact all current policies relating to undergraduate recruitment and widening participation.
• Maintain contact with the outreach teams in the Cambridge Admissions Office (CAO) and co-operate with them as appropriate to the Colleges’ priorities.
• Join the network of Schools Liaison Officers in Cambridge.
• The person appointed will be expected to undertake other responsibilities and duties consistent with the role of Schools Liaison Officer as may be requested by the Admissions Tutors from time to time.

These responsibilities will be on-going throughout the period of appointment but there will be periods of increased schools outreach activity, usually from February to April, in June and July, and also in September. Although based in West Yorkshire, it is anticipated the Officer will spend on average 2-3 days at Selwyn College each month not necessarily evenly spread across the year. This will require occasional overnight stays in Cambridge for which the college will provide accommodation free of charge.

A high level of flexibility and initiative will be required.

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.

**Person Specification**

**Essential**
- Familiarity with the West Yorkshire school environment
- Educated to degree level or equivalent
- Highly literate and numerate
- Able to work independently, use initiative and make decisions
- Ability to manage and prioritise own workload
- Honest and trustworthy
- Excellent inter-personal, communication and organisational skills
- Approachable, tactful and diplomatic

**Highly Desirable**
- Outreach and Access experience
- Project management and implementation experience
- Familiarity with the University of Cambridge and its collegiate structures
- Hold a full and clean UK driving licence