SCHOOLS LIAISON AND OUTREACH OFFICER: Job Description

Job Title: Schools Liaison and Outreach Officer

Department: Admissions

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, especially those from groups and/or geographical areas that are currently under-represented in Cambridge. Also to work with those advising them. To work with the Admissions Officer and the Northern Schools Liaison and Outreach Officer in Selwyn College’s admissions processes.

Primary Responsibilities:

The Schools Liaison and Outreach Officers will have primary responsibility for the development of contacts and activities in the areas of the country for which the College has responsibility in the Cambridge Area Links Scheme. They will work with the Admissions Tutors on a range of Outreach activities and to foster the College’s engagement with individuals and organisations with whom we work in partnership.

The Schools Liaison and Outreach Officers will also be closely involved in many of the other recruitment and widening participation activities of the Colleges and the University, including Open Days, residential events, webinars, school visits, and summer schools. They also support the running of the admissions office at certain key points during the year – including the organisation of interviews and other aspects of the selection process. They will also be responsible for ensuring effective communications regarding admissions, notably via social media and the College’s web presence.

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 to the Cambridge-based position will work closely with their Yorkshire-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:
• Work closely with the Admissions Tutors, the Admissions Officer and the Northern Schools Liaison and Outreach Officer regarding outreach activities and College-based admissions events, both face to face and online.

• Organise and deliver outreach activities on behalf of the College, especially but not only, in the College’s link areas.

• Support the Admissions Tutors and Directors of Studies in organising events in Cambridge, elsewhere and online and in ensuring that academic and other content is readily available for future use.

• Share information about the College’s outreach activities on a regular basis via social media or other platforms.

• Liaise with the undergraduate and postgraduate students who assist and participate both in recruitment activities and other activities.

• Undertake regular trips to visit our Area Links partners in East Berkshire, and in other areas as appropriate, to establish and to reinforce the links; working closely with the Northern Outreach colleague in West Yorkshire.

• Maintain an up-to-date database of school contacts, including entering this information onto the central CamSIS database and inputting Selwyn’s data in the Higher Education Access Tracker (HEAT) system.

• Develop other means of monitoring and evaluating the effectiveness of the College’s efforts and to implement such monitoring to analyse the significance of feedback and other data.

• Provide written reports and documentation of Schools Liaison Officer activity.

• Participate in activities jointly with other Colleges and the University centrally to further Cambridge’s outreach efforts.

• Maintain contact with the outreach and recruitment 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.

• Provide administrative assistance to the Admissions Team as requested by the Admissions Tutors/Admissions Officer, particularly in the main admissions period from November to January.

• 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. The post-holder will spend time based in the admissions office between October and January, and in preparation for the A-level results in August. 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 knowledge and experience:

- Education to a good degree level or equivalent.
- Knowledge of the courses and style of teaching offered at Cambridge University, and of the admissions procedures of the University and its Colleges.
- A good understanding of secondary education provision in the U.K.
- An appreciation of the impact of the COVID-19 pandemic on the sector

Essential personal skills and abilities:

- Good listening, communication (verbal and written), interpersonal and presentation skills, formally and informally.
- Excellent working knowledge of Word, Excel, Powerpoint, Qualtrics, Access and other databases, and other similar tools.
- Ability to collate and disseminate such materials for future use.
- Ability to evaluate feedback and report clearly on evaluation of the effectiveness of Selwyn College’s outreach activities.
- Enthusiasm for and competence in using social media professionally.
- Ability to ensure effective communication, in College and beyond, about Selwyn’s widening participation, outreach and recruitment activities.
- Ability to negotiate and interact with a wide variety of people.
- Outgoing personality and ability to establish rapport with, young people.
- Attention to detail and conscientiousness.
- Ability to work unsupervised and to take the initiative.
- Ability to work as part of a team including colleagues outside Cambridge.
- Flexibility with regard to working/travelling out of office hours.

Desirable requirements:

- A valid and clean driving licence.
- Teaching and/or Office experience
- Familiarity with the use of social media in educational environments