

## Job Description

### Widening Participation Officer

**Faculty/Directorate: Marketing and Communications**

**Grade: E**

**Role profile: SME1**

**Full time (37 hours per week)**

**Permanent**

	Duties of the role
<b>Overall purpose of the role</b>	<p>This post is responsible for the implementation and delivery of the University's widening participation activities. The person in this role will coordinate DMU's Access and Participation Plan, driving the initiatives set out in the plan, and monitoring and evaluating the activities success'.</p> <p>These activities primarily focuses on 11 - 16 year olds. The role supports widening participation targets and activities and involves account managing a group of schools, delivering presentations and workshops, attending exhibitions, organising events and responding to enquiries from prospective students. The primary remit is to develop relationships with key stakeholders, deliver student facing activity and drive towards the university's strategic targets.</p>
<b>Main duties and responsibilities</b>	<p>Undertake a range of activities to support widening participation and access to university, at DMU:</p> <p>Account manage a portfolio of schools, focusing on underrepresented groups.</p> <p>Independently deliver presentations in schools and colleges (pre16, post16 and mature students). As well as independently representing DMU at Education Fairs</p> <p>Coordinating a portfolio of access and recruitment projects including large-scale events the post holder will promote, organise and host school group visits to campus.</p> <p>Develop and deliver virtual and face-to-face content and activities for the portfolio of access and recruitment projects.</p> <p>Build on and develop communication channels with schools in order to establish and maintain links with key personnel and promote the range of services offered by the Widening Participation Team.</p> <p>Evaluating and monitoring the effectiveness of projects and tracking the progress of the participants via the HEAT database or similar mechanism, producing reports for internal and external stakeholders and making recommendations for future projects, interventions and priorities.</p>

	Duties of the role
	<p>Supporting the development, drafting and management of the Access and Participation Plan, in accordance with the requirements of the Office for Students.</p> <p>Monitoring the progress of the Access and Participation Plan against targets and making recommendations to the Marketing and Communications senior leader team on future targets.</p> <p>Oversee data collection and retention, to ensure that appropriate applicant and student data is collected, recorded, reported and disseminated, in accordance with the reporting requirements of the Office for Students and the internal requirements of DMU.</p> <p>Working with colleagues to develop appropriate materials designed to appeal to the target groups, including writing content for online and offline publications.</p> <p>Work closely with Faculty Marketing and Recruitment teams in delivering subject specific activities both on and off campus.</p> <p>Keeping up to date with the requirements of the Office for Students and best practice in the higher education sector regarding Access and Participation.</p> <p>Keeping up to date with internal and external factors that informs/influences the student decision making process.</p> <p>Support the recruitment, training and supervision of Student Ambassadors for school and college recruitment activities such as campus tours, open days, Clearing and other recruitment projects.</p> <p>Administer activity evaluations to seek feedback from learners and visitors to inform future planning and developments and to ensure the quality of the widening participation service remains of the highest standard.</p> <p>An active member of the Recruitment team, undertaking recruitment and duties and participating in other recruitment activities. This will involve travel and out of hours duties.</p> <p>Forming part of the Confirmation and Clearing team over the Results Day period</p> <p>Be a competent and professional representative of the University in all dealings with the general public and others, requiring excellent communication and interpersonal skills at all levels.</p> <p>Perform any other duties commensurate with the job grade as reasonably required from time to time.</p> <p>Treat all DMU staff, students, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation.</p>

# Person Specification

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Area of responsibility	Requirements	Essential or desirable		*Method of assessment			
				A	I	T	D
<b>Qualifications and Training</b>	Educated to HND/Degree level or equivalent qualification or experience	Essential		x			x
<b>Previous Work Experience</b>	Experience in marketing/student recruitment	Essential		x	x		
	Experience working in customer service	Essential		x	x		
	Experience in organising and running events	Essential		x	x		
	Experience working with young people (11–18-year old's)		Desirable	x	x		
	School liaison experience		Desirable	x	x		
	Experience working to and achieving targets	Essential		x	x		
<b>Knowledge and skills</b>	Outstanding communication skills and the ability to liaise/present confidently at all levels	Essential		x	x	x	
	Knowledge of DMU's mission and vision, and a commitment to promoting this to prospective students	Essential		x	x		
	Outstanding organisational skills and the ability to prioritise and plan a workload effectively	Essential		x	x		
	Excellent diplomacy and team-working skills	Essential		x	x		
	Impeccable attention to detail	Essential		x	x		
	Able to work pro-actively and on own initiative, often to tight deadlines and within defined budgets	Essential		x	x		
	Experience in Access and Participation initiatives in Higher Education	Essential		x	x		

Area of responsibility	Requirements	Essential or desirable		*Method of assessment			
				A	I	T	D
	Strong commitment to promoting the benefits of further study	Essential		x	x		
	Ability to use Microsoft Office, email and the internet	Essential		x	x		
	Knowledge of widening participation agendas		Desirable	x	x		
	Knowledge of UCAS and admissions processes		Desirable	x	x		
	Experience of supporting access and participation plans, including monitoring and evaluating their success		Desirable	x			
<b>Additional Requirements</b>	Flexibility as the post holder is required to work a number of unsociable hours, particularly evening and weekend events	Essential		x	x		x
	A satisfactory enhanced DBS check	Essential		x			x
	Willing and able to travel throughout the UK	Essential		x	x		x

**\*A = Application Form; I = Interview; T = Test; D = Documentary Evidence**