

Job Description

Job Title	Widening Access and Outreach Manager		
Grade	9	Directorate/Faculty	Students
Department	Student Recruitment and Admissions	Reports to	Student Recruitment and Admissions Director
Direct reports	5	DBS Requirement	Yes

Job purpose

Reporting to the Student Recruitment and Admissions Director, the postholder will provide strategic leadership and management of the Widening Access and Outreach team, leading Kingston University's work to improve equality of opportunity in access to Higher Education.

The role leads on achieving the University's access targets in its Access and Participation Plan with the Office for Students, alongside other institutional objectives and priorities, and on developing and managing the Schools and Colleges Strategy in support of the University's wider student recruitment and access objectives.

Using data, evidence and evaluation, the postholder will develop and deliver evidence-informed outreach, strategic partnerships and targeted interventions for underrepresented learners, ensuring activity is targeted effectively, demonstrating impact and supporting compliance with Office for Students requirements.

Role & Responsibilities

- **Team leadership:** Leading, managing and inspiring the Widening Access and Outreach team, promoting professional development, sharing best practice and providing clear direction to deliver the University's widening access priorities.
- **Schools and Colleges Strategy:** Leading its development and implementation, building strategic relationships with schools, colleges, local authorities, community organisations and other partners, with a particular focus on improving access for underrepresented learners.
- **Programme delivery:** Leading the development, monitoring and evaluation of a comprehensive programme of widening access and outreach activity, ensuring interventions are evidence-informed, appropriately targeted and aligned with the Access and Participation Plan.
- **Targeted interventions:** Developing sustained and targeted interventions for underrepresented learners, supporting equality of opportunity and progression into Higher Education.
- **Access and Participation Plan:** Advising on appropriate access targets, measures and milestones and ensuring effective approaches are in place to support progress against these.
- **Monitoring and evaluation:** Using evidence and data to understand impact, identify opportunities for innovation, inform continuous improvement and support internal and external reporting and Office for Students requirements.
- **Collaboration:** Working with Faculties, Development, Alumni Relations and Engagement, Student Recruitment, Admissions and other University teams so that widening access and outreach activity is coordinated with institutional priorities and the prospective student journey.
- **External representation:** Representing the University on widening participation and outreach matters with sector bodies, collaborative networks, school and college networks, community partners and regional stakeholders.
- **Funding and reporting:** Identifying funding and partnership opportunities, contributing to

funding bids and producing reports and evidence of activity, outcomes and impact.

- **Sector knowledge:** Maintaining up-to-date knowledge of developments across secondary, further and higher education, particularly widening participation, equality of opportunity, access and Office for Students regulation.
- **Compliance:** Ensuring compliance with the University's financial guidelines, CMA, GDPR and other relevant legislative regulations.
- **Flexibility:** Due to the cyclical nature of Student Recruitment and Admissions, the role requires flexibility, including occasional evening and weekend work; there may be some restrictions on the timing of annual leave.

General Line Management Responsibilities- if applicable

As a line manager, the role includes, but is not limited to, the following key responsibilities:

- Providing leadership, motivation, inspiration and direction to all team members.
- Ensuring compliance with the University's financial guidelines, CMA, GDPR and other relevant legislative regulations.
- Accounting for the allocated budget and resource planning in line with the University's Financial Regulations.
- Taking responsibility for own learning and development, keeping up to date with professional practice and sharing new knowledge and best practice with the team and across the University.

Direct Reports- if applicable

- Widening Access and Outreach Adviser (x2)
- STEM Widening Access and Outreach Adviser (x2)
- Widening Access and Outreach Coordinator (x1)

General Requirements

All Kingston University Staff are expected to demonstrate and work towards developing the Values Framework:

- **Innovative:** To apply new methods or ideas to facilitate progress
- **Inclusive:** To value the diversity of students and staff, treating them respectfully
- **Enterprising:** To recognise and act on opportunities
- **Ambitious:** To pursue excellence for oneself, the University, and our communities

The postholder must always carry their responsibilities with due regard to our policy, organisation and arrangements for Health and Safety at Work.

It is your responsibility to carry out your duties in line with our EDI policy and strategy and be sensitive and caring to the needs of others, promoting a positive approach to a harmonious working environment.

You must promote and safeguard the welfare of students/ staff that you are responsible for or come into contact with.

Please note that job descriptions cannot be exhaustive, and the postholder may be required to undertake other duties, which are broadly in line with the above key responsibilities.

Person Specification

Knowledge and Qualifications	Essential	Desirable
Honours degree or equivalent relevant professional experience.	✓	
Proven experience in widening access, outreach and strategic relationship building within the HE sector or a related education context.	✓	
Excellent understanding of Access and Participation Plans and associated Office for Students regulation, with experience of developing and delivering targeted interventions for underrepresented groups.	✓	
Strong knowledge of the schools and colleges landscape and widening participation policy and practice within Higher Education.	✓	
Experience of using data, evidence and insight to inform widening participation and outreach strategy and decision-making.	✓	
Experience of developing approaches to increase engagement and participation in widening access activity, including converting initial interest into sustained participation and progression.	✓	
Understanding of CRM and digital engagement approaches and how these can support effective outreach, stakeholder engagement and participation.		✓
Understanding of marketing and communications approaches and how these can be used to engage underrepresented learners, schools, colleges, teachers and other key stakeholders.	✓	
Comprehensive understanding of data regulations (GDPR) and CMA legislation.	✓	

Skills & Competencies	Essential	Desirable
Demonstrable experience of effectively leading and developing teams, ideally within widening participation, outreach, education or a related environment.	✓	
Strong analytical and numerical ability, interpreting diverse data sets to inform an evidence-led approach.	✓	
Experience of using or implementing conversion technology (such as automation platforms or CRM systems).		✓
Excellent project management skills, with experience of planning and delivering multiple activities and interventions to agreed objectives, timescales and resources.	✓	
Strong stakeholder and relationship management skills, with the ability to develop effective partnerships with schools, colleges, community organisations and internal stakeholders.	✓	
Ability to work in a matrix environment where collaboration is a key driver over structural ownership.	✓	

Excellent verbal and written communication skills, with the ability to communicate effectively with a range of audiences.	✓	
Able to work effectively in a team whilst taking ownership of areas of responsibility.	✓	
Ability to prioritise and manage a busy workload.	✓	
A strong interest in promoting fair access and the aims of higher education.	✓	

Important Working Relationships		
Contact (Who)	Purpose (What)	Frequency
Student Recruitment and Admissions Director (line manager)	Direction, priorities, performance and progress against Access and Participation Plan targets	Weekly
UK Recruitment Manager	Align outreach with schools and colleges recruitment activity and the prospective student journey	Weekly
UK Admissions	Support progression of outreach participants into applications and enrolment	Monthly
Marketing Team and Faculty Marketing Business Partners	Communications and campaigns to engage underrepresented learners and partners	Monthly
Events Team	Planning and delivery of outreach events and on-campus activity	As required
Faculties and Development, Alumni Relations and Engagement	Coordinate faculty outreach, funding and partnership opportunities	Monthly
Schools, colleges, local authorities and community organisations	Strategic partnerships and delivery of targeted interventions	Ongoing
Sector bodies, collaborative networks and regional stakeholders	Represent the University and share sector evidence and practice	As required