UNIVERSITY COLLEGE BIRMINGHAM

JOB DESCRIPTION

Job Title:	Recruitment and Outreach Officer (HE)
Department:	Marketing and Admissions
Salary Range:	£31,861 - £35,302 per annum
Salary Grade:	SS4
Report To:	Recruitment and Outreach Manager
Job Purpose:	To lead student recruitment and outreach activity across an assigned faculty, building strong partnerships with the faulty, school and colleges to drive application growth, strengthen progression pathways and support enrolment targets at University College Birmingham.
Main Duties & Responsibilities:	1. Deliver UCB's faculty recruitment strategy within defined schools, supporting agreed engagement and application targets. 2. Build and maintain relationships with key school and college contacts, positioning UCB as a trusted higher education partner. 3. Deliver engaging presentations, workshops and subject masterclasses to prospective students, primarily Years 12 and 13. 4. Identify opportunities to grow UCB's presence within underrepresented schools, regions and subject areas. 5. Work collaboratively with academic departments to align outreach activity with course growth priorities. 6. Represent UCB at school visits, UCAS fairs and national recruitment events, ensuring effective lead capture and follow-up. 7. Use engagement and application data to monitor performance and inform future activity.

	8. Support internal progression initiatives and widening participation activity where required. 9. Contribute to Open Days and other key recruitment events (including occasional evenings and weekends). 10. To ensure practice is in line with the requirements of the General Data Protection Regulations. 11. To commit to upholding the principles of Safeguarding and the PREVENT agenda. 12. Any other duties commensurate with the nature and grade of the post

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PERSON SPECIFICATION

Post:	Recruitment and Outreach Officer (HE)	**Weighted Criteria**
Experience:		
1	Experience within the further and/or higher education sector working within outreach and student recruitment.	X
2	Experience of planning, delivering and evaluating events.	
3	Experience of delivering presentations/workshops to young people.	
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Skills & Abilities:		
6	Strong communication and presentation skills.	X
7	Ability to manage a faculty/regional portfolio and manage external stakeholder relationships	X
8	Ability to use data to evaluate activity and inform planning.	
9	Knowledge of the UK Higher Education sector.	
10	Competent in Microsoft Office and CRM systems.	
Education & Qualifications:		
11	Educated to degree level or equivalent professional experience	
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Training & Professional Development:		
16	Demonstrate commitment to continuous professional development and a willingness to participate in any training deemed necessary.	
17	Willingness to undertake regular training covering important changes to topics affecting the sector.	
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Other:		
21	Full UK driving licence.	X
22	Willingness to travel regularly across assigned regions and occasionally work away from home.	
23	Flexibility to work occasional evenings and weekends.	
24	Commitment to the understanding of the principles of Safeguarding and the PREVENT agenda in the context of further and higher education.	
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