

JOB DESCRIPTION

JOB TITLE: Higher Education Widening Participation Officer

DEPARTMENT: Marketing

OVERALL PURPOSE OF JOB:

To plan and deliver a wide range of events and activities to inspire and encourage students from non-traditional backgrounds to study at degree-level working with current students, partner colleges and local schools.

Bishop Burton College includes the Riseholme College campus and the postholder may be required to carry out duties at both campuses.

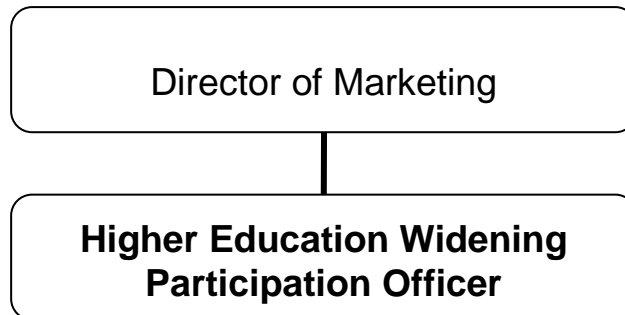
The following list of duties and responsibilities is not meant to be exclusive. It should be taken as an indicator of the type and level of activity expected of this post. The list does not represent either priorities or frequency of tasks and should be regularly updated by the post holder in consultation with and agreement of their line manager.

MAIN DUTIES & RESPONSIBILITIES:

1. Plan and deliver a range of outreach activities and events to inspire widening participation in higher education.
2. Represent the College at operational group meetings of HOP (formerly FORCE) and LinCHigher and contribute to operational decisions made by these institutions.
3. Promote higher education at schools and careers events.
4. Deliver a programme of events at the College to encourage progression from Level 3 course to higher education.
5. Produce bids to stage funded activities.
6. Manage associated administration, including monitoring finances and completing monitoring returns internally and externally.
7. Liaise with all College departments, including academic teams, catering, estates and IT to ensure all event details are communicated effectively.
8. Produce formal marketing activity and event reviews and reports, as appropriate.
9. Act as the point of contact in the College's Marketing team for all outreach and widening participation activities with partner education providers.
10. Help create literature and other appropriate marketing / promotional materials.
11. Generate content for use on College social media platforms and for use in press releases and other promotional materials specifically promoting widening participation in higher education.
12. Take part in all staff College events such as Lambing Sunday and Open Farm Sunday

The College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment. **All staff** are in a position of trust and therefore have a responsibility to promote and safeguard the welfare of children, young people and vulnerable adults in accordance with the nature of this post. A Disclosure & Barring Service check is carried out for all relevant appointments.

POSITION IN COLLEGE



PERSON SPECIFICATION

	Essential ✓	Desirable ✓	Method of Assessment
Qualifications & Training			
A good standard of numeracy & literacy	✓		Application Interview
Degree level qualification or equivalent		✓	
Experience			
Recent and relevant marketing or event co-ordination	✓		Application Certificates
Previous experience in a similar role at another organisation		✓	
Managing campaigns and projects, delivering them on time, to budget & to a high standard		✓	
Working to budget and reporting on activities		✓	
Within the further education or higher education sector		✓	
Skills & Special Knowledge			
Knowledge of Project Management	✓		Interview References
An understanding of budgeting and financial management.	✓		
Good IT skills including Word and Excel	✓		
Excellent time management, planning & organisational skills	✓		
High level formal communication and presentation skills	✓		
Enthusiastic team worker with the ability to also work independently	✓		
Good level of attention to detail	✓		
Good problem solving skills	✓		
Knowledge of marketing in the higher education sector		✓	
Knowledge of bid writing		✓	
Good copywriting skills		✓	
Knowledge of Child Protection Issues	✓		
Able to form & maintain appropriate relationships & personal boundaries with young people	✓		
Disposition			
Commercially aware & customer focused	✓		Interview References
Innovative & creative	✓		
Highly motivated, energetic & goal-oriented	✓		
Responsible, confident, well-presented & trustworthy	✓		
‘Can-do’ attitude	✓		
Motivation to work with children & young people	✓		
Emotional resilience in working with challenging behaviours & appropriate attitudes to use of authority & maintaining discipline		✓	
Other			
Fit for the duties of the post	✓		Medical Report
DBS check carried out on appointment	✓		DBS application made by College for successful candidate
Special Interests			
			Interview