



Widening Participation Officer

Job Description

Position overview

Department	Marketing, Admissions, Recruitment & Visas (MARV)
Location	Devon House, London (Hybrid role)
Term	Full-time; 1 year fixed contract
Salary	£28,000 - £32,000 per annum, depending on experience
Benefits	Generous benefits package including 25 days holiday allowance pro-rata (excl. Bank holidays), group life assurance, group income protection, pension schemes and private healthcare (optional)
Start	July 2022

The Marketing, Admissions, Student Recruitment & Visa Compliance team (MARV) is a friendly, supportive and professional directorate within NCH London with a focus on supporting students on their journey to higher education. The Widening Participation Officer will report to the Widening Participation Manager and work collaboratively on developing and delivering WP student recruitment, nurture, and conversion activities to inspire young learners to study at the university to meet annual targets and KPIs.

In addition, the postholder will support the Widening Participation Manager to plan, deliver and evaluate widening participation/access interventions to a wide range of audiences, including KS2, KS3, KS4, KS5 and parents.

The role holder will have experience working and delivering outreach activities aimed at young learners, ideally in the Higher Education Sector, for example as a student ambassador or community volunteer. In addition, the individual will show an ability to work under pressure and to tight deadlines and have good time management skills. Show strong communication and negotiating skills and work flexibly to adapt to changing circumstances. The postholder will hone

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project management skills, partnership management, and communication abilities with a variety of audiences.

The Widening Participation team works directly and indirectly through a range of policies and initiatives to increase application and entry to the university from under-represented groups, including those that are: the first generation to go to Higher Education; from schools with low progression rates to HE; reside in communities in the lowest 20% Index of Multiple Deprivation (IMD) and POLAR 4; who are Care Leavers, Students with Caring Responsibilities and Estranged Students.

This is an excellent opportunity for colleagues who want to work in a field that has a positive social impact. In addition, it's an opportunity for candidates wishing to progress from a student ambassador role into a full-time graduate role.

Duties and Responsibilities

Planning, research & evaluation

- To support the Widening Participation Manager in the creation and delivery of the widening participation engagement, nurture and conversion activities with the aim to increase the number of underrepresented student groups enrolling at the university.
- To support the Widening Participation Manager to deliver commitments stated in the five-year Access and Participation Plan.
- Support the Widening Participation Manager to oversee a portfolio of widening participation projects, including mentorship programmes, summer schools and other collaborative work with third parties, charities, and related agencies.
- Maintain updated with current research and practice in all non-traditional paths to higher education to accurately advise younger learners of their options.
- To support the Widening Participation Manager, work closely with the Admissions to undertake analysis to inform strategic decisions around our contextual admissions policy and its impact.
- To contribute to the annual evaluation cycle of our financial support schemes, including bursaries and hardship funding support.
- Collect feedback, evaluate activities and contribute to their continuous improvement.
- Manage records and databases to track prospective students and inform planning for activities.

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Relationship development

- To establish and maintain productive and collaborative working relationships with NCH Faculty and the recruitment and marketing team to support the Access and Participation Plan delivery.
- To develop and nurture relationships with WP prospective students and offer holders throughout the admissions lifecycle by supporting potential applicants and students from identified demographics to engage with the university's full range of activities and support.
- Provide high-quality information, advice and guidance to external stakeholders, including parents, guardians and caregivers, school-based teaching and other staff on access and entry to Higher Education.

Lead nurture (external)

- To plan, deliver and evaluate external nurture activities and events on campus and at Widening Participation target schools to generate high-quality prospects and to support the conversion of prospects to applicants.
- To attend, often as the sole representative at domestic events, including undergraduate recruitment fairs and school career fairs (virtual and in-person).
- To manage logistics and administration of external activities and events, including, as applicable, event registration; travel bookings; coordination of freight/marketing collateral; stand set-up; invoicing.
- To ensure effective resource allocation for external activities and events, including personally attending events and undertaking recruitment activities, including presentation delivery.
- Ensure effective data entry and follow up/evaluation of activities and events.
- Represent NCH at Widening Participation recruitment events at schools with low progression rates to HE.

Lead nurture (internal)

- To support the development and delivery of summer-based activities to promote transition into study at the university (e.g., Summer Schools and Campus visit days).
- Contribute to the delivery of recruitment activities, including Open Days, UCAS Clearing and conversion campaigns, with a particular focus on enhancing provision at these events for students from under-represented groups.
- To personally host internal activities and events, virtual and in-person, including presentation delivery.

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- Devise session content.
- Manage records and databases in order to track prospective students and inform planning for activities. (e.g., sending evaluation surveys).
- Ensure effective data entry and follow up/evaluation of activities and events.

Conversion

- To manage the designated number of Widening Participation, Offer Holders as assigned 'conversion contact', maximising all possible conversion and retention opportunities supporting Widening Participation recruitment targets.
- To undertake consultations with designated Offer Holders via Zoom and in-person to address any questions or concerns.

Enquiry management

- To contribute to effective team enquiry management through answering incoming phone calls, contributing to web chat, and managing info inboxes on designated days.

About the College

Founded in 2012, the New College of the Humanities at Northeastern has established itself as a prestigious higher education institution based in the heart of London. After becoming part of Northeastern University's global network in early 2019, the College has undergone a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020 and moving to new premises in 2021. NCH continues to grow, taking in more students year on year, further expanding its courses, network and opportunities.

Person specification criteria (essential/desirable)

Training and education

- Educated to degree-level [E]
- Sales training [D]
- PGCE/teacher training [D]

Experience

- Experience in giving presentations and delivering workshops [E]
- Experience in undertaking and completing projects which require high levels of

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administrative and organisational skill [E]

- Ability to work with others to deliver project aims and overcome challenges [E]
- The ability to interact effectively and flexibly with a wide variety of people, including teachers, pupils, academics, students, parents/guardians, administrative staff [E]
- Collaborative and proactive [E]
- Excellent IT skills, including Microsoft Office applications [E]
- Student recruitment experience in a higher education environment [D]
- Experience in higher education widening participation [D]
- Experience working or volunteering in youth work [D]
- An understanding of the widening participation plan and/or the role of higher education in social mobility [D]
- Demonstrate experience in outreach project delivery or teaching [D]
- Use of HubSpot [D]
- Working in a secondary school environment [D]

Skills and knowledge

- Ability to initiate and develop relationships with a wide range of contacts, internal and external to the university, professionally [E]
- Ability and willingness to travel independently within the UK [E]
- Excellent presentation and communication skills [E]
- Ability to empathise and develop rapport with prospective/current applicants [E]
- Ability to work proactively and independently to meet targets [E]
- High level organisational and time management skills, including the ability to prioritise and manage workload [E]
- High levels of accuracy and attention to detail [E]
- Ability to work as part of a team and to support colleagues [E]
- Intrinsic belief in the value of higher education [E]

Application process

Applications should be made via [this link](#) by 20:00 on **24 June 2022**. Please reference your application “**WP522**”. Participation in the equal opportunities section is encouraged but voluntary.

Applications must include a covering letter of no more than one page and a full curriculum vitae.

Applications are welcome from all sections of the community and will be judged on merit alone.

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Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006.