Job Title: Outreach Officer

Reporting To: Admissions Director

Main Purpose of Role/Overview:
The Outreach Officer will work with the Admissions Director and the Undergraduate Admissions and Outreach Officer to further develop and implement an effective, targeted outreach and recruitment programme that encourages and supports a diverse range of applicants, particularly those from underrepresented or disadvantaged backgrounds, to aspire and apply to highly selective HE institutions, Cambridge and Lucy Cavendish College, specifically. The post holder will be jointly responsible for the ongoing development of this programme and primarily responsible for its implementation. They will maintain and develop the College’s existing network of contacts with schools, colleges and third sector organisations, both in the UK and overseas. During the peak admissions period of October to January, they will also support the Undergraduate Admissions and Outreach Officer with the administration of the admissions round.

The post also bears the responsibility for some record management, the collation and analysis of outreach activity statistics and the evaluation of outreach programmes to enable the Admissions Director to report accurately and regularly to the Senior Management of the College. The post holder will need to work collaboratively with other members of the Admissions team, and across the College.

Main Responsibilities & Duties:
1. Contribute to the ongoing development of the College’s outreach and recruitment strategy in collaboration with the Admissions Director and the Undergraduate Admissions and Outreach Officer. Design, organise and carry out a range of in-person and online outreach events, internal and external, designed to achieve the strategy’s goals.

Standards of Performance/Results:
1. A robust and effective annual programme of outreach and recruitment events, related to the College’s outreach strategy.
2. Develop and maintain up-to-date knowledge of three key areas:
   a. course content and admissions requirements of all Cambridge undergraduate degrees and all aspects of the Cambridge undergraduate admissions process
   b. international high school qualifications and entry requirements for Cambridge undergraduate degrees
   c. professional literature and research relating to widening participation and effective outreach

3. Work with schools, colleges and third parties on the College’s list of target institutions, developing existing collaborative relationships and establishing new ones. Maintain an up-to-date database of information and contacts, and build working relationships with contacts. Offer and organise HE/Cambridge admissions-related CPD for teachers and other key figures in target institutions.

4. Organise and run the College’s existing outreach and recruitment programmes whilst taking the lead on developing new ones. Support the Admissions and Outreach Officer to organise and deliver the University and College Open Days (February, July and September), as well as other events organised by the Admissions and Outreach Officer.

5. Recruit, train and manage a community of student representatives to support College programmes and events and select and organise those who are to participate in each event or initiative. Develop a system of incentivising and rewarding such work with the Admissions Director and work with colleagues in the Bursary to ensure all payments are made in a timely manner.

6. Work with the student-elected Access Officer to encourage and facilitate the involvement of the College’s own students in outreach initiatives, and with the Admissions Director to encourage and facilitate the involvement of Fellows and Bye-Fellows.

7. Ensure that all College outreach activities are fully evaluated, and that the data produced from evaluation is available to feed into the College’s Widening Participation strategy.

2. Outreach, recruitment and applicant support material will be influenced by qualification and entry requirements knowledge; practice will be research-led.

3. Maintain existing and develop new professional relationships. Maintain a database of contacts and interactions. Feedback from partner institutions suggests contribution is valuable.

4. Review and develop annual programme of events and initiatives in light of feedback, progression figures and developments in WP/outreach research.

5. A body of committed, trained, well-rewarded outreach volunteers exists who can be called upon to support College events.

6. The College’s students and Fellows are engaged in our work and supported to pursue their own initiatives, where appropriate.

7. Outreach events and programmes are evaluated in line with the latest developments in practice. Evaluation is used to inform annual reviews of provision.
8. Keep accurate records of all College outreach activities via the HEAT (Higher Education Access Tracker) database, and meet University deadlines for data submission.

9. Collaborate with the Communications Team and the Admissions and Outreach Officer to create and review outreach, recruitment and publicity content for the College. Including physical media, such as prospectuses, and digital media, including social media accounts, web pages and videos.

10. Join the Schools Liaison Officers Group (SLOG) network and work alongside the Schools Liaison Officers in Cambridge and with the outreach and recruitment teams in the Cambridge Admissions Office (CAO), for instance in attending Higher Education Fairs and Conferences in the UK to represent the University as a whole.

11. Contribute to the wider work of the Admissions team, including participation in institutional activities ensuring that confidentiality of information is maintained in line with data protection requirements.

12. Assist the Admissions and Outreach Officer with the administration of the Admission Rounds. Develop, organise and carry-out a range of applicant support webinars to aid applicants with the digital admissions processes. Should a return to in-person interviewing occur, recruit, train and oversee student interview helpers.

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8. Accurate and timely record keeping.

9. Up to date, attractive, effective material is produced and reviewed. Strong working relationship with Communications Department.

10. The College is well-respected across the University for its outreach work and collaborates regularly and effectively with CAO and other Colleges.

11. No breaches in confidentiality, all practice is GDPR compliant.

12. A cooperative ethos in the Admissions Office, particularly during peak times of the admissions cycle. The admissions round functions without incident. Applicants are well supported throughout the round. No admissions complaints are upheld against the College.

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**Scope/size of role (budgets, people, etc.)**

**Significant internal/external relationships:**
Admissions Director, Admissions and Outreach Officer, Graduate and CGCM Admissions Officer, Senior Tutor, Directors of Studies, Communications & Marketing Team, and other key officers across the College, international partner contacts and other internal and external contacts.