

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Education Liaison and Outreach Manager (post -16)</b>
<b>Ref no:</b>	<b>MKG472</b>
<b>Campus:</b>	<b>Hendon</b>
<b>Service:</b>	<b>Marketing</b>
<b>Grade:</b>	<b>Grade 7</b>
<b>Starting Salary:</b>	<b>£41,990 per annum inclusive of Outer London Weighting rising to £48,228 incrementally each year</b>
<b>Hours:</b>	<b>35.5 hours per week, actual daily hours by arrangement</b>
<b>Period:</b>	<b>Temporary - 9 Months If you are applying internally for a temporary secondment you must discuss this with your line manager before applying)</b>
<b>Reporting to:</b>	<b>Acting Director of Marketing and UK Recruitment</b>
<b>Reporting to</b>	
<b>Job Holder:</b>	<b>x 3 Education Liaison and Outreach Officers</b>

### **Overall Purpose:**

This role will drive awareness of Middlesex University in key schools and colleges, and with individual prospective students off-campus, encouraging greater levels of engagement. It will be responsible for the Middlesex University offering targeted primarily at a post -16 age group. The post holder will work together with the Education Liaison and Outreach Manager (pre-16) to ensure robust targeting criteria is in place for these activities, ensuring these align with either or both the University's student recruitment strategy and its commitments to the Office for Students.

The role will lead on Middlesex's partnership approach to schools and colleges across the pre-application student journey. The role will ensure robust frameworks for collaboration are in place and are communicated in an innovative and engaging way, establishing Middlesex as the University of choice for these institutions, their advisors, students and their influencers. The role will also take lead on the generation of enquiries from schools and colleges, and enquiry and applicant conversion activities off-campus. The role will develop new initiatives focused on the conversion of under-represented students. They will also be a key stakeholder in wider conversion initiatives, ensuring these are appropriately tailored to all target student groups.

The manager will liaise with marketing staff, faculties and other internal stakeholders as necessary for the shaping, delivery and evaluation of post -16 Education Liaison and Outreach activity.

### **Principal Duties**

#### **Relationship Management:**

- Initiating and developing new relationships with targeted schools and colleges, their students, advisers, heads of year, head teachers and any other relevant influencers with a view to increasing application and enrolment numbers for Middlesex University
- Forming, delivering, and evaluating partnerships across the pre-application student journey including at secondary school level and with FE Colleges
- Acting as a main point of contact for senior stakeholders with whom we have partnerships

- Maintaining and enhancing already established relationships with feeder schools and colleges, their students, advisers, heads of year and any other influencers with a view to raising or where appropriate maintaining application numbers for MU
- Delivering outstanding customer service through all customer touch points (in-school sessions, workshops, presentations, tele-campaigns, drop-in sessions, event frameworks, and communication tools, etc.)
- Developing and coordinating steering groups where linked contacts from Partnerships can attend and discuss/reach agreement on current agendas
- Maintaining and developing new relationships with other partner organisations that work to promote Access to HE and best practice in IAG and shaping/delivering/evaluating activities in collaboration

### **Project/Programme/Event Development and Management:**

- Developing Partnerships in a bespoke way with each partner and ensuring agreements are seen through and result in a fruitful cooperation to include meeting our OFS objectives and the increase of recruitment from these partners
- Ensuring our Partnerships offer is current and offers an attractive proposition to partners
- Liaising with internal stakeholders to ensure the portfolio of activities on offer to feeders and other targeted institutions is unique and supports progression of students to MU University
- Ensuring appropriate interventions are agreed and delivered to partner schools and colleges and other target institutions to enhance student progression routes
- Overall responsibility for post 16 Education Liaison and Outreach events including the development, and implementing of creative activities, programmes and marketing initiatives and tools, that resonate with our customers (both direct and institutional) expectations, and establishing MU as their preferred partner, expert advisor and university of choice
- Ensuring that all projects have clear objectives, deliverables, and measurable outcomes.
- Project managing all elements of engagement campaigns, events and activities in particular for post 16 audiences
- To ensure that Education Liaison and Outreach activity is delivered in compliance with safeguarding requirements and that any associated risk is managed effectively
- To undertake analysis to identify targets (students and institutions) and conduct regular reviews and assessment of student recruitment and progression from these target organisations to inform future activities
- To provide accurate and frequent reporting to management on all pre-16 activity and impact measures/results

### **Communication:**

- Implementing strategies, communication, and engagement plans (including subject-specific) for relevant segments of MU audiences, through relevant customer channels (i.e. newsletters and social media platforms, etc.)
- Working with external relations and broader marketing team to share worthy news at both Corporate and School/Programme level, to enhance MU reputation and support direct student recruitment
- Maintaining and developing new content for Education Liaison pages, monitoring sector wide best practice and ensuring continuous improvements to content and usability

- Utilising the use of social media, digital technology platforms and communications in creative ways for engage with staff at schools and colleges and other key stakeholders and to evaluate and monitor the impact and success of these
- Ensuring project communications are highly engaging, coordinated and audience appropriate, provide clarity, consistency of tone and are aligned with Middlesex brand, house style and values

**Sector Insight and Analysis:**

- Analysing and interpreting application and school data when required for impact and evaluation purposes, including the use of HEAT and other dashboards
- Actively providing insight in order to inform, adapt and evaluate ongoing operations
- Monitoring statistics around usage of communication channels and web
- Any such other duties required by the Director which are consistent with the grade of the post

## **PERSON SPECIFICATION**

### **Essential:**

- Educated to a degree level or equivalent working experience
- Knowledge of current recruitment and access challenges facing UK Higher Education sector
- Knowledge of evaluation frameworks and ability to analyse and interpret data
- In-depth knowledge and understanding of the UK education system
- Experience working within or closely with schools and colleges
- Experience of working within or closely with HE
- Proven track record of successful project coordination and delivery, including management of temporary project workers
- High level of ICT skills and familiarity with IT systems and applications including MS Word, Excel, and Access as well as data management and interpretation skills
- Demonstrate the ability to able to work on own initiative and as a team player
- Good networker – able to identify useful contacts and develop/maintain solid networks with a range of stakeholders
- Excellent team working and interpersonal skills, including tact, discretion, and experience of liaising with representatives from external organisations
- Proven and demonstrable ability to maintain work standards requiring close attention to detail and to excellent customer care and service standards
- Proven ability to communicate clearly and effectively orally, and in writing with accurate grammar and spelling by e-mail with colleagues, external enquirers and institutions in a manner sensitive to diverse cultural backgrounds
- Self-motivated and able to meet agreed objectives on own initiative and meet agreed deadlines
- Adaptable, flexible and resourceful in work
- Strong copywriting and proofreading skills
- Proven ability to motivate and relate successfully to prospective students
- Willingness to travel to various locations in Greater London and wider UK
- Demonstrable commitment to fairness and the principles of equality and inclusion

### **MU Services Limited**

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff and will be employed by MU Services Limited. All University policies and procedures and the University Professional Services Staff Handbook will apply to MU Services Limited staff during their employment, unless where expressly stated otherwise.

### **Fixed Term Contract**

This temporary appointment is for the following allowable reason:

- To cover parental leave

Therefore, this appointment has a defined end date of 9 months or when the substantive job-holder returns to the job, whichever is soonest.

If you are applying as an internal candidate to do the temporary post as a secondment please discuss this with your line manager first and read our [Secondment Guidelines](#).

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**Annual Leave:** 30 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

**Flexibility:** Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

**No Parking at Hendon campus:** There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

**We value diversity and strive to create a fairer, more equitable work environment for our staff and students.**

**We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.**

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

#### **Standard paragraphs for posts requiring a DBS certificate.**

This post is exempt from the Rehabilitation of Offenders Act 1974 and requires a Disclosure and Barring Service certificate. You are therefore required to disclose details of any criminal record. ALL criminal convictions, cautions, reprimands, or final warnings, even if they would otherwise be regarded as spent under this Act must be disclosed, as well as any other information that may have a bearing on your suitability for the post, including pending prosecutions.

The University will apply for a DBS certificate before your appointment is confirmed.

#### **What Happens Next?**

**If you wish to apply for this post please return to the portal and click on Apply Online.**

If you wish to discuss the job in further detail, please contact Elita Eliades, Interim Acting Director of Marketing and UK Recruitment, via email on [e.eliades@mdx.ac.uk](mailto:e.eliades@mdx.ac.uk)