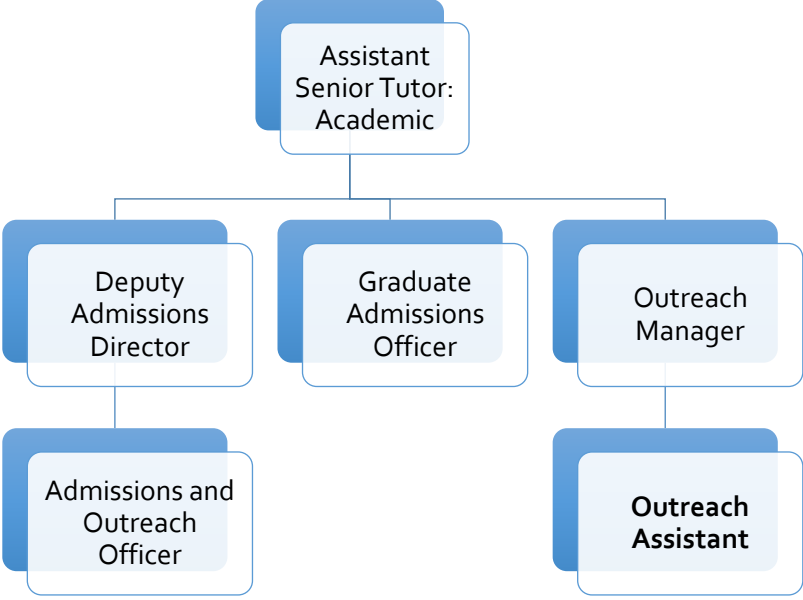




Job Description

<p>Job Title: Outreach Assistant</p>	<p>Post holder:</p>
<p>Reporting To: Outreach Manager</p>  <pre> graph TD ASAT[Assistant Senior Tutor: Academic] --> DAD[Deputy Admissions Director] ASAT --> GAO[Graduate Admissions Officer] ASAT --> OM[Outreach Manager] DAD --> AOO[Admissions and Outreach Officer] OM --> OA[Outreach Assistant] </pre>	
<p>Main Purpose of Role/Overview :</p> <p>The Outreach Assistant will work with the Outreach Manager and the Admissions Team to further develop and implement an effective, targeted outreach and recruitment programme that supports a diverse range of applicants, particularly those from underrepresented or disadvantaged backgrounds, to make competitive applications to highly selective HE institutions, the University of Cambridge, and Lucy Cavendish College.</p> <p>The post holder will support the administration, delivery and evaluation of the Academic Attainment Programme, the College’s flagship online outreach activity which provides sustained subject-specific support to 1,000 sixth-form students each year. They will maintain and develop the College’s existing network of contacts with UK schools, colleges and Academy Trusts. 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 holder will need to work collaboratively with other members of the Admissions team, and across the College.</p>	
<p>Main Responsibilities & Duties:</p> <ol style="list-style-type: none"> 1. Contribute to the ongoing development of the College’s outreach and recruitment strategy in collaboration with the Outreach Manager. Organise events designed to achieve the strategy’s goals. 2. Ensure up-to-date knowledge of course content and admissions requirements of all Cambridge 	<p>Standards of Performance/Results:</p> <ol style="list-style-type: none"> 1. A robust and effective annual programme of outreach and recruitment events, related to the College’s outreach strategy. 2. Outreach, recruitment and applicant support material will be influenced by qualification

<p>undergraduate degrees and all aspects of the Cambridge undergraduate admissions process.</p> <ol style="list-style-type: none"> 3. Ensure up-to-date knowledge of professional literature and research relating to widening participation and effective outreach. 4. Support the Outreach Manager to organise, deliver and evaluate the Academic Attainment Programme, including: <ol style="list-style-type: none"> a. Publicising the Programme to students, teachers and schools and creating application information resources. b. Administering the application process, including the student application form and teacher verification form, and facilitating selection of participants based on academic and widening participation criteria. c. Communicating with applicants and participants d. Recruiting and maintaining relationships with subject tutors and session leaders, and working with colleagues in the Finance Office to ensure timely payment. e. Managing the Zoom Events platform f. Keeping up-to-date records on participants, including engagement with the Programme and attendance g. Planning and delivering Peer Discussion Groups, University Readiness Sessions, Study Skills Sessions and Poster Presentation Sessions h. Evaluating the Academic Attainment Programme and writing reports on its progress 5. Support the Outreach Manager to organise, deliver and evaluate other College outreach activities, including but not limited to KS4 Taster Days, July Open Days, September Open Days, admissions support webinars, school visits, and College tours. 6. Work with target schools, colleges and Academy Trusts, developing existing collaborative relationships and establishing new ones. Maintain an up-to-date database of information and contacts and build working relationships with contacts. Create resources, distribute newsletters, and deliver events for teachers and other key figures in target institutions. 7. Support the Admissions and Outreach Officer to recruit, train, and manage a community of student 	<p>and entry requirements knowledge.</p> <ol style="list-style-type: none"> 3. Practice will be research-led. 4. The Academic Attainment Programme runs smoothly and receives positive participant feedback. <ol style="list-style-type: none"> a. The Programme fills all of its places with eligible students. b. Student data is collected accurately so that suitable selection decisions can be made. c. Information is disseminated in a timely and clear manner and enquiries are answered promptly. d. A body of engaged expert subject tutors exists. They are paid on time. e. Zoom Events is kept up-to-date with all events and resources. f. Participant records are up-to-date. g. Sessions are designed and delivered in light of feedback and pedagogic research. h. The Programme is evaluated and regular reports are published. 5. College outreach activities run smoothly and receive positive participant feedback. 6. Maintain existing and develop new professional relationships. Maintain a database of contacts and interactions. Feedback from partner institutions suggests contribution is valuable. 7. A body of committed and trained outreach volunteers
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representatives to support College programmes and events. Select and organise those who are to participate in each event or initiative. Work with colleagues in the Finance Office to ensure payments are made in a timely manner.

8. 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 Assistant Senior Tutor: Academic to encourage and facilitate the involvement of Fellows and Bye-Fellows.
9. Support the Outreach Manager in evaluating and writing reports on the Academic Attainment Programme and other College outreach activities.
10. Keep accurate records of all College outreach activities via the HEAT (Higher Education Access Tracker) database, and meet University deadlines for data submission.
11. Collaborate with the Communications Team and Admissions and Outreach Team to create and review outreach, recruitment and publicity content for the College, including prospectuses, social media content, web pages, and videos.
12. Join the Schools Liaison Officers Group (SLOG) network and attend meetings. 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.
13. Contribute to the wider work of the Admissions and Outreach Team, including participation in institutional activities ensuring safeguarding of event participants and that confidentiality of information is maintained in line with data protection requirements.
14. Assist the Deputy Admissions Director and Admissions and Outreach Officer with the administration of the Admission Rounds. Support the development, organisation and implementation of a range of applicant support webinars to aid applicants with the admissions processes.

The above is not an exhaustive list of duties. The post-holder may be asked to take on different tasks as required

exists who can be called upon to support College events.

8. The College's students and Fellows are engaged in our work and supported to pursue their own initiatives, where appropriate.
9. Outreach events and programmes are evaluated in line with the latest developments in practice. Evaluation is used to inform annual reviews of provision.
10. Accurate and timely record keeping.
11. Up-to-date, attractive, effective material is regularly produced and reviewed. Strong working relationship with the Communications Department. The College meets Competitions and Marketing Authority regulations for the accuracy of the information it provides to potential students.
12. The College is well-respected across the University for its outreach work and collaborates regularly and effectively with CAO and other Colleges.
13. No breaches in confidentiality, all practice is GDPR compliant. All practice is compliant with the College's safeguarding policy.
14. 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.

and all employees are expected to work collaboratively to support the overall work of the College.

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

Significant internal/external relationships:

The Outreach Officer will be expected to liaise regularly with and develop and maintain effective relationships with:

- Outreach Manager, Assistant Senior Tutor: Academic, Deputy Admissions Director, Admissions and Outreach Officer, Postgraduate Admissions Officer, Senior Tutor, Directors of Studies, Communications & Marketing Team, and other key officers across the College.
- Cambridge Admissions Office and members of the Schools Liaison Officer Group
- External contractors including subject tutors and session leaders
- Student ambassadors and the student-elected Access Officer
- Other internal and external contacts.