

JOB DESCRIPTION

POST TITLE: Schools and Colleges Liaison Manager
AREA: Student Recruitment and Marketing
GRADE: V
REPORTS TO: Head of Student Recruitment and Marketing

ROLE SPECIFIC INFORMATION AND CHALLENGES

The Schools and Colleges Liaison Manager is a new post which will lead and coordinate the University's engagement, recruitment and outreach activities with schools, colleges and academies. The postholder will coordinate the engagement of academic and professional services colleagues to maximise opportunities to utilise University resource in building an enduring relationship between AUB and the school/further education sectors, particularly at local level.

The role will initially be required to consolidate the University's current outreach activities to ensure a comprehensive and progressive programme and relevant geographic range. The postholder will have responsibility for planning and implementing an innovative schools programme of activity, working predominantly with 16-18 year-old learners. They will be expected to promote not just Higher Education and AUB but more broadly the Arts, creative education and the link with the creative industries. The postholder will be expected to build relationships with education staff, appropriate agencies and other key influencers.

The Schools and Colleges Liaison Manager will work closely with the Widening Participation Manager in respect of the coordination and integration of the University's Widening Participation activities with Schools and Colleges Liaison activities to meet the University's aim of raising aspirations towards HE and improving application rates to AUB from target learners and under-represented groups. The postholder will also be responsible for working with colleagues in Marketing, e.g. the Events and Schools team, to ensure efficiency of operations and maintain/develop the established position with the large number of schools already engaged with AUB activity. Additionally, the Schools and Colleges Liaison Manager will ensure a coordinated approach is applied with the deliverables of this role and that of the activities of the International Team in their engagement and activities with UK based international schools. Similarly with the Extended and Short Study Team with their engagement with UK-based secondary schools, academies, private schools and international schools, maximising opportunities for recruitment to AUB courses.

The demands of the post require an individual with the drive and ability to coordinate and galvanise activity across AUB. The postholder will develop innovative approaches to student recruitment reflecting the creative nature of AUB. They will draw on the whole of university assets to achieve recruitment targets. The ability to engage with the senior leadership of schools, academies and colleges is essential building enduring relationships through activities of mutual benefit.

SUMMARY RESPONSIBILITIES

- To lead and coordinate the University's engagement, recruitment and outreach activities with schools, colleges and academies.

- To proactively manage, review and enhance relationships with target schools, colleges and academies, ensuring effective representation of AUB at events.
- To liaise with the Widening Participation manager in the coordination and integration of the University's Widening Participation activities with Schools and Colleges Liaison activities to meet the University's aim of raising aspirations towards HE and improving application rates to AUB from target learners and under-represented groups.
- To work closely with academic and professional services colleagues to ensure a coordinated and effective approach to schools engagement.
- To manage the process of recruitment, training and deployment of AUB students and alumni to support the University's Schools programme.
- To ensure compliance with relevant University policies and procedures for all activities, including undertaking appropriate risk assessments to meet statutory regulations, e.g. health and safety and safeguarding, for visits by and visits to schools, academies and colleges.
- To keep fully up to date with the UK Education system and ensure that AUB activities meet the needs of schools, academies and colleges as well as the University.

DETAILED DELIVERABLES:

Specialist

- To lead and coordinate the University's engagement, recruitment and outreach activities with schools, colleges and academies.
- To liaise with the Widening Participation manager in the coordination and integration of the University's Widening Participation activity in order to have an efficient approach to raising aspirations towards HE and improving application rates to AUB from target learners and under-represented groups.
- To proactively manage, review and enhance relationships with target schools, colleges and academies, ensuring effective representation of AUB at events.
- To coordinate and direct generic and subject-specific activities, talks and workshops.
- To manage the process of the recruitment and training of AUB students and alumni to support the University's Schools programme.
- To chair the AUB Schools Working Group.
- To keep fully up to date with the UK Education system and ensure that AUB activities meet the needs of schools and colleges and the University.

Planning & Organisation

- To work closely with academic and professional services colleagues to ensure a coordinated and effective approach to schools engagement.
- To coordinate and direct generic and subject-specific activities, talks and workshops.
- To manage effective representation of AUB at events.
- To ensure that supporting materials and resources are appropriate for the audience and adhere to AUB's branding guidelines.

Customer/Team Work

- To establish and maintain strong working relationships with key stakeholders to support the development and delivery of the engagement, recruitment and outreach programme.
- To monitor progress against targets, keeping such records as required.
- To establish working relationships with key contacts to help improve service levels, developing appropriate communication links with the University's Schools/Directorates and outside bodies as required.
- To work closely with colleagues to ensure that the Schools and Colleges programme is effectively integrated and progressive throughout the student journey.
- To work flexibly, sometimes outside normal working hours, and be prepared for some travel to represent AUB.

- To provide support to other AUB events (in and outside standard working hours) in line with University requirements.

Staff Management

- To manage the process of recruitment, training and deployment of AUB students and alumni to support the University's Schools programme.
- To lead / work with project teams / working groups, to support the achievement of project objectives as may be required.
- To engage and comply with staff management processes, e.g. Staff Performance Reviews (SPRs), in order to support effective operational delivery of academic support.

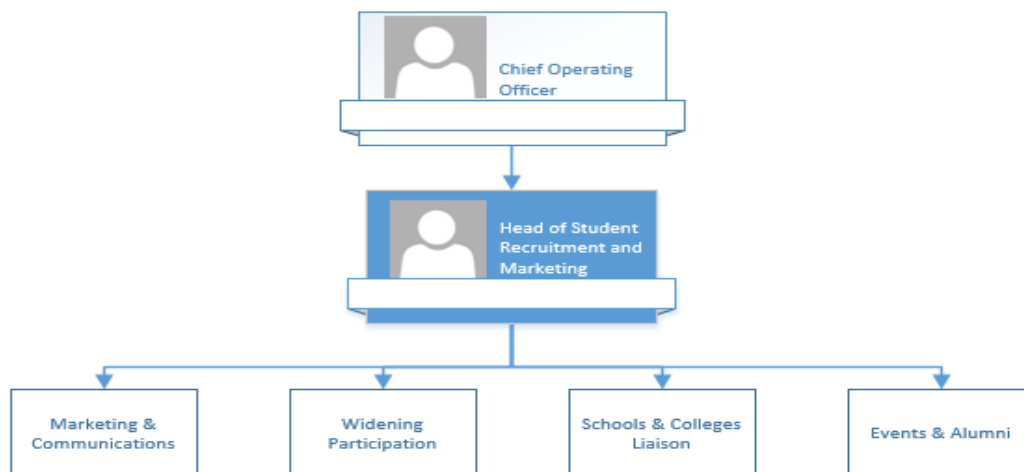
Resource Planning

- To deliver activities to agreed budgets and adhering to the University's financial procedures and regulations
- To gather and analyse data to inform management decisions, establishing basic trends and patterns in data and creating reports as appropriate.

General

- To undertake continual professional development appropriate to the post as may be identified and required from time to time, and in accordance with the University's strategic requirements.
- To ensure compliance with relevant University policies and procedures for all activities, including undertaking appropriate risk assessments to meet statutory regulations, e.g. health and safety and safeguarding, for visits by and visits to schools, academies and colleges.
- To observe and implement health and safety responsibilities as specified within the AUB's Statement of Intent.
- To demonstrate professionalism in the role as a representative of the AUB, incorporating AUB core values in the delivery of duties.
- To observe equality and diversity practices and procedures and promote equality of opportunity at all times.
- To observe and adhere to all AUB policies relevant to the role.
- To undertake such other duties as may reasonably be requested.

ORGANISATION CHART



CONTACTS

Internal: Chief Operating Officer, Academic staff, AUB students, Professional Services staff, Widening Participation Manager, Marketing, International, Extended and Short Study, colleagues on University committees, AUB students.

External: FE Colleges, Schools, collaborative networks, conferences, seminars etc.
