ROLE PROFILE

Job Title: Primary and Partnerships Manager
School/Department: Widening Participation and Outreach, Student Recruitment, External Relations
Job Family and Level: Administrative, Professional and Managerial, Level 4
Contract Status: Permanent
Hours of Work: Full time (36.25 hours)
Location: Kings Meadow Campus
Reporting to: Head of Student Recruitment Outreach

Purpose of the Role:

Based in the Division of Student Recruitment within External Relations, this role is responsible for making a significant contribution to the effective implementation of the University’s student recruitment and widening participation strategies.

The role holder will be responsible for managing, developing and evaluating an innovative programme of events and activities, aimed at encouraging students from underrepresented backgrounds to progress to higher education and specifically the University of Nottingham. The role holder will support the Head of Student Recruitment Outreach in monitoring performance against targets and KPIs and reporting on progress. The role will involve collaborative working with other teams within Student Recruitment and External Relations as required.

Main Responsibilities

<table>
<thead>
<tr>
<th>Main Responsibilities</th>
<th>% time per year</th>
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<tbody>
<tr>
<td>1. Recruitment Planning, Analysis and Management</td>
<td>50%</td>
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Support the Heads of Student Recruitment in implementing the UK student recruitment and widening participation strategies by attending regular planning and review meetings and promoting a strategic approach to recruitment.

Manage the planning, organisation and delivery of events and activities to support the university in achieving its widening participation and recruitment targets and aims, including:

- designing and implementing an age appropriate annual programme of activities and events, in liaison with academic colleagues and school teachers
- maintaining focus on raising awareness of universities
- co-ordinating participant recruitment and retention
- ensuring service level agreements are met and excellent customer service is provided to stakeholders at all times
- taking a lead on innovations and developments to further improve and enhance events and activities to ensure they are sector-leading
- ensuring that high quality data is collected and maintained
- developing digital engagement and digital solutions for running events and activities
- contributing to the preparation of funding bids and business cases for programmes and projects
- delivering training sessions, presentations and workshops
- preparing reports on events, activities and developments
- overseeing annual recruitment of student ambassadors in partnership with colleagues across the teams
- applying relevant legislation and guidelines (e.g. CMA, GDPR, safeguarding)

2. **Leadership and management**
   - Lead and line-manage the team to ensure excellent customer service standards and successful delivery of the programme of events and activities
   - Plan, organise and monitor workload across the team to ensure individual and team objectives are met
   - Manage staff development, support and training to maximise individual and team input to meet goals and strategic objectives, with support and oversight by the Head of Student Recruitment
   - Manage and implement HR policies and practice including staff recruitment and performance review
   - Implement team policies and practice and manage staff welfare issues
   - Ensure that staff are contributing to wider student recruitment activities and events, including open days, confirmation and clearing, UCAS exhibitions as appropriate
   - Collaborate with colleagues across Student Recruitment, to identify and develop best practice, to ensure that policies, processes and procedures are applied consistently across the widening participation, outreach and events teams and to implement administrative processes that are as efficient and effective as possible.

3. **Evidence-based practice**
   - Ensure that activities, events and initiatives are underpinned by evidence, reviewing existing provision, researching and analysing the scope for further development and revising and developing new activities and strategies as necessary, in order to support the aims of the University's Access and Participation Plan and Student Recruitment strategy.
   - Evaluate quantitative data and qualitative feedback against KPIs and devise appropriate feedback mechanisms, seeking advice from specialists where necessary
   - Evaluate competitor activities to ensure events and activities are sector-leading

4. **Relationship management and development**
   - Implementing an effective communications plan with schools, liaising with funders and partners as appropriate
   - Collaborate with academic schools and faculties within the university to develop and coordinate outreach activities and offer advice and support as appropriate
   - Develop strong working relationships and effective communications with academic, administrative and professional services staff to ensure that events and activities can be delivered successfully
   - Manage and monitor the portfolio of target schools to ensure productive relationships and appropriate levels of engagement
   - Develop relationships with new partner schools and contacts as required

5. **Financial Management**
   - Manage and monitor a non-pay budget for events and activities to ensure the most effective use of the University's resources to deliver the team’s aims and objectives.

6. **Liaison and representation**
   - Maintain an awareness of internal and external developments and policies in HE student recruitment to ensure that activities and processes are updated to reflect best current practice
   - Participate in working groups and projects across Student Recruitment and External Relations to contribute to the development of new projects and initiatives that impact on student recruitment and widening participation
• Represent the University as required on external committees and working groups; attend and contribute to external events and conferences as required

7. **Other Responsibilities**

• Contribute to student recruitment activities and events, including open days, confirmation and clearing
• Deputise for the Head of Student Recruitment Outreach where necessary
• Undertake ad hoc projects and any other duties required commensurate with the level of the post to contribute to the broader aims of the Student Recruitment Department
• Support the Nottingham Advantage Award

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<tr>
<th>Knowledge, Skills, Qualifications &amp; Experience</th>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td><strong>Qualifications/Education</strong></td>
<td>Educated to degree level</td>
<td>A postgraduate or professional qualification or equivalent in a relevant area</td>
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<td>Leadership or management related qualification or training</td>
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<td><strong>Skills/Training</strong></td>
<td>Knowledge of the higher education sector and its links with pre 16 education</td>
<td>Knowledge of the UCAS undergraduate application process</td>
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<td>Up-to date knowledge of qualifications, reforms and policies in education provision</td>
<td>Knowledge and skills in using a CRM system</td>
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<td>Understanding of widening participation issues, policies and good practice, including barriers to entry to, and success within higher education and how to address these</td>
<td>Ability to manage budgets in order to make the most effective use of the resources available</td>
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<td>Proven planning and project management skills, including the ability to take a research-informed approach and to monitor and evaluate</td>
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<td>Proven ability to lead and manage a team, and motivate and develop staff</td>
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<td>Proven analytical and problem solving capabilities</td>
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<td>Ability to work effectively under pressure to manage multiple tight deadlines and competing priorities</td>
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<td>Excellent interpersonal and negotiation skills, with the ability to interact confidently and easily with a range of stakeholders including students, parents, teachers and academic colleagues</td>
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<td>Excellent written communication skills</td>
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<td>Excellent presentation skills</td>
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<td><strong>Excellent administrative and IT skills, including proficient knowledge and skills in using Microsoft Office, and proven ability to learn and train others in the use of new technologies</strong></td>
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**Experience**

- Significant experience in widening participation, student recruitment or a related field
- Experience of managing concurrent small and large scale projects, ensuring they are completed successfully, to deadline, reported on and evaluated to improve future performance
- Experience of managing change in systems and procedures
- Experience of working with pre 16 students
- Experience of leading, managing and developing staff
- Experience of developing innovative ideas and creative solutions to implement strategic changes

**Experience of using new technology and digital solutions to enhance student engagement**

**Experience of working with people with limited family or school/college history of progression to higher education**

**Other**

- Collaborative, team player with high levels of integrity and loyalty
- Professional approach, and able to demonstrate diplomacy and tact
- Enthusiastic and proactive ‘can do’ attitude, with high levels of personal motivation and a flexible approach to work
- Willingness to give presentations and run events on a regular basis outside normal working hours and/or at a range of locations across the UK

**A full driving licence (unless disability precludes this).**

**Statutory/Legal**

- Satisfactory Enhanced disclosure obtained from the Disclosure and Barring Service.

**Additional Information**

The role collaborates proactively and productively with other areas within the University as well as with external groups and institutions.

Strategic planning by the role-holder is subject to approval by the line manager. At the day-to-day operational level, the role-holder operates with little guidance from their line manager.

The nature of the role means that work outside normal working hours, evening and weekend work will be involved in running activities/events and flexibility is therefore required.

The role holder will be required to undertake a Disclosure and Barring Service (DBS) check.
The University of Nottingham strongly endorses Athena SWAN principles, with commitment from all levels of the organisation in furthering women’s careers. It is our mission to ensure equal opportunity, best working practices and fair policies for all.