JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Widening Access Manager</th>
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<tr>
<td>Department / Unit:</td>
<td>Marketing and Communications</td>
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<td>Grade:</td>
<td>RHUL 7</td>
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<tr>
<td>Accountable to:</td>
<td>Head of UK Student Recruitment (Education)</td>
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<td>Accountable for:</td>
<td>Team of 6 Widening Access Officers</td>
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Purpose of the Post

The student recruitment section of the Directorate of Marketing and Communications combines the areas of UK, international student recruitment and widening participation. The post of Widening Access Manager is located in the UK Student Recruitment and Widening Access team, however works across the wider Directorate on student recruitment activities.

You will be responsible for providing strategic management of the College's intensive targeted outreach programme supporting key aspects of our widening access commitments as outlined in our Access and Participation Plan with the Office for Students. The Widening Access Manager plays a vital role in increasing our applications from those in under represented groups in the UK to Royal Holloway University of London. The post holder will manage the widening access team to deliver high impact outreach and widening participation activity.

The duties and responsibilities associated with these posts are highly professional in nature and are therefore wide ranging and complex. The post holder should be able to demonstrate excellent communication, public speaking and organisational skills and should be able to inspire enthusiasm in audiences. They should have detailed knowledge and understanding of the widening participation agenda particularly in relation to partnership work, third sector organisations and policy landscape.

Key Tasks

1. To provide strategic direction for the overall widening access programme including pre and post 16 outreach activities such as RH Excel, Royal Holloway’s long term outreach scheme and residential.
2. Developing and implementing student recruitment plans for specified market segments in line with departmental policies and taking into consideration wider institutional and departmental widening access targets and objectives. The specific annual plans this post will have responsibility for will include:
   a. stakeholder plans outlining activities, communications and online resources for teachers, advisers and parents;
b. engagement plans to increase applications for underrepresented groups in the UK to Royal Holloway, including development of new relationships with education providers and one-to-one and online activities for prospective students and applicants;

3. development of annual timelines for the promotion of Royal Holloway’s offering to schools and colleges across a range of communication channels.

4. Create, develop and supervise a programme of imaginative, relevant and targeted activities and events designed to raise awareness of higher education for those students who are under-represented in HE.

5. Planning, promoting and delivering a package of activities and events designed to raise the awareness of opportunities to study at Royal Holloway and in Higher Education generally, involving devising tailored activities and proactively targeting relevant institutions, prospective students and stakeholders.

6. Identify criteria for target schools and colleges for intensive outreach activity.

7. Line manage and co-ordinate widening access officers activities. Manage the team diary of activities and all administrative functions giving day to day direction and guidance when necessary.

8. Keep actively informed of trends and developments in secondary and vocational education in the UK and make recommendations as to what activities and resources Royal Holloway could offer in response to these.

9. Take a lead role in embedding strategic and robust evaluation models for the programme of activities undertaken by the widening access team. To ensure consistent use of systems to record, report and evaluate activities.

10. To maintain knowledge of changes in the Widening Participation agenda, including government policies and educational changes.

11. Represent the WP team on appropriate committees and partnerships, for example, academic related activities, equality and inclusion and underrepresented groups.

12. Liaison and coordination with other College departments and functions with regard to widening access activities to ensure that all relevant personnel remain informed and aware of events and activities.

13. Assisting with the delivery of on and off campus recruitment events including Open Days, Applicant Visit Days, UCAS exhibitions and Higher Education fairs.

Other Duties

On occasion the role requires the need to work unsocial hours during the evening and weekends, as such it important that the post holder has a valid driving licence and access to their own vehicle.

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.

The successful applicant will be required to pass a Disclosure and Barring Service check.