



LIVERPOOL
HOPE
UNIVERSITY

1844

Recruitment Pack

Outreach and Widening Participation Manager

Job Reference: 4ASF1A

Closing date: Wednesday 23rd April 2025 by 5.00 p.m.

www.hope.ac.uk





POST: Outreach and Widening Participation Manager

STARTING DATE: ASAP

SALARY RANGE: £32,546 - £37,174 (Grade 6) per annum

TYPE OF CONTRACT: Permanent

WORK PATTERN: 35 hours per week (Monday to Friday)

REPORTS TO: Head of UK Student Recruitment

The Post

The Outreach and Widening Participation Manager will support their team to manage and deliver programmes which support young people from student recruitment target schools and those who are underrepresented at Liverpool Hope University.

We are looking for a target driven, enthusiastic and independent thinker, with excellent collaboration and networking skills and a strong commitment to delivering exceptional customer service.

The postholder will oversee the schools and colleges liaison strategy, community outreach and meeting the University's new APP targets in relation to Access.

To excel in this role, you will have experience in student recruitment, outreach or widening participation environments and knowledge of further or higher education student qualifications, admissions, and student finance processes. You will be a confident communicator with experience of working with a range of stakeholders.

What You Will Do

- Lead a team delivering on-campus, online, and external student recruitment events and activities
- Develop and implement strategic recruitment event and activity plans that align with our marketing and recruitment goals
- Build and maintain relationships with key schools, colleges, and community groups
- Monitor and evaluate the impact of outreach, ensuring continuous improvement
- Manage outreach budgets, ensuring cost-effective and impactful activities

Job Description/Key duties of the post

Job Title	Outreach and Widening Participation Manager	Code	Grade 6
Subject/Service Area	Student Futures		
Reports to	Head of UK Student Recruitment		
Accountable To	Director of Student Futures		
Purpose of Job			
<p>The postholder will be responsible for the development, monitoring and evaluation of the University's school liaison plan, coordinating activities of the team and allocating tasks to ensure ensuring they raise Liverpool Hope's profile and enhance our reputation.</p> <p>Day to day delivery of recruitment events both on and off campus (including national fairs) will be overseen by this post. The postholder will also be responsible for researching, proposing and resource allocating events that the team should attend.</p> <p>The post holder will be responsible for motivating, training and managing a team to achieve agreed targets and will have line management responsibilities for them.</p> <p>Working alongside the Student Recruitment Events manager and the Conversion and CRM manager they will ensure that all activity is data driven, pushes key messages and call to actions and evaluated with recommendations.</p> <p>They will contribute to the development and management of the University's relationships with key stakeholders and groups that directly support the recruitment objectives of the University through targeted events and intervention. They will also take a proactive lead in the management of existing relationships with organisations and schools/colleges, Church leaders, and other institutions. The post holder will also seek to develop new key community relationships to build on outreach and Widening Participation efforts.</p> <p>With the launch of the University's most recent Access and Participation plan they will be responsible for developing and monitoring initiatives to support the Access areas of the plan. The postholder will work with the University's Admissions and Data Futures team to monitor data and build initiatives that will support the University meeting its objectives.</p>			

Key Tasks/Responsibilities
<ul style="list-style-type: none"> • To ensure that key stakeholders and groups receive the required level of delivered engagement from the University. • To manage the work of designated Student Recruitment staff, including delegation of tasks, Performance Management and Staff Development. • Represent the University in person both nationally and internationally when necessary and appropriate. • Develop and manage the targeted stakeholder lists and to develop appropriate communication plans for these groups. • Plan and implement a calendar of activities to support student recruitment. Activities will include the facilitation and delivery of workshops/presentations, co-ordination of outbound outreach initiatives and stakeholder meetings. • Ensure appropriate and timely follow-up from all engagement activities to enhance relationships and encourage ongoing dialogue. • Ensure planned, regular data cleansing for stakeholder groups and appropriate data management of all enquiry records. Duties will include; regular updates to contact lists, analysis of enquiries/prospectus request, interrogation and interpretation of evaluation and application data. • Provide support to senior managers in the development and implementation of new strategic projects • Undertake any other duties commensurate with the work of Student Recruitment and the nature of the role as requested by the line manager
General
<ul style="list-style-type: none"> • Providing leadership, direction, and staff management for designated recruitment focused team members and their activities • Inspire the team to achieve the highest quality outputs and results, evidenced, for example, by stakeholder feedback, external recognition and improved conversion • Providing management skills to ensure that the Student Recruitment Team consistently and systematically improve our engagements with key stakeholders.

Person Specification

Methods of assessment

Application form **(A)**

Interview **(I)**

Presentation **(P)**

Educational Requirements	Essential (E)/Desirable (D)	Method of assessment
Educated to degree level (or equivalent)	D	A
Experience	Essential (E)/Desirable (D)	Method of assessment
Experience of the recruitment processes for a range of different students, such as UG/PG/International students	E	A/I
Experience of planning and delivering student recruitment or outreach activities	E	A/I
Experience of managing and upskilling a team	E	A/I
Experience of representing their institution to influential external stakeholders	E	A/I
Good analytical skills with the ability to produce regular reports for senior managers	E	A/I
Experience of bid writing/ funding applications	D	A
Skills and Knowledge	Essential (E)/Desirable (D)	Method of assessment
Excellent interpersonal and communication skills; able to relate to a variety of stakeholders	E	A/I
Excellent ICT skills, including word processing, databases, data analysis, spreadsheets and CRM software	E	A/I
Good knowledge of voluntary/ third-sector	D	A
Proven ability to work under pressure and to deadlines and to prioritise and manage workloads for themselves and others	E	A/I
Flexible, well organised and adaptable approach to work	E	A/I

Ability to problem solve and prioritise within short time frames	E	A/I
Ability to work in a team	E	A/I
Ability to work independently and meet given deadlines	E	A/I
Experience of general office administration	E	A/I
Any other requirements	Essential (E)/Desirable (D)	Method of assessment
Willing to travel both nationally and internationally	E	A/I
Willingness to undertake training and development if appropriate	E	A/I
Commitment to providing a high-quality student experience underpinned by the mission and values of the university	E	A/I
Full, clean driving licence	D	A/I

Name of contact for queries

Sarah Weir
Head of UK Student Recruitment
weirs@hope.ac.uk

Conditions of service:

This post is based at Hope Park campus. However, you may be required to work in other areas of the University as and when required.

The post is permanent, subject to the normal probationary period of 12 months.

Salary scale for this post is £32,546- £37,174 (grade 6) per annum. New appointments will normally be made on the first incremental point of the advertised grade within the salary scale. In certain circumstances, it may be appropriate to offer a candidate a higher incremental point of the advertised grade. A higher salary will not be offered purely on the fact that it has been requested. Any starting salary above the first incremental point of the advertised grade must be justified and **supported by evidence**. Salary is payable monthly in arrears by bank giro credit on and around the 20th of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is 32 days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff.

Further Information

Liverpool Hope University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have had an opportunity to enter higher education;
- to be a national provider of a wide range of high-quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and beliefs and promotes religious and social harmony;

- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

Liverpool Hope's Values

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

Equality and Diversity

Consistent with its Mission, Liverpool Hope strives to be a University where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

Health and Safety

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties

Sustainability

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

Benefits of working at Liverpool Hope University

Liverpool Hope offers its employees a full range of benefits:

Pay and Pensions

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

Home and Family

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements

Training and Development

- Induction training for all new staff
- Staff development opportunities

Health and Well-Being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning

Car Parking

All users of University car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us, you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

How to apply

You can download the application form by the link below:

[How to apply](#)

Useful Links

[Life at Hope](#)

[People Services](#)

[Job Opportunities](#)

[New International Staff](#)





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