

Job Title:	Widening Access Officer
Unit/School:	Marketing, Communications and Student Recruitment (MCSR)
Grade:	5A/5B
HERA:	MCSR28

Core purpose of role

This post is a key role that will contribute to the ambitions of the University's Strategic Plan 2030. The Widening Access programme forms an integral contribution of the University being awarded The Social Enterprise Mark – by valuing its commitment to creating positive social change in local communities.

The post holder will liaise with internal and external partners and learners to effectively co-ordinate and deliver the Widening Access outreach programme, Community to Campus, supporting the Community Engagement Manager in order to fulfil the unit's strategic aims and ensure delivery to targets, including financial monitoring and data analysis. The post holder must possess excellent written, communication and organisational skills, and display a high level of initiative and enthusiasm to deliver effectively in this key role.

Key responsibilities and contributions

1. Assist the Community Engagement Manager, to ensure the effective day-to-day management and delivery of Widening Access courses, including: ensuring courses are delivered in accordance with University policies; monitoring budget; ordering goods and services; collation and analysis of learner and Tutor assessment feedback; overseeing and co-ordinating the start and end of courses; updating and editing the Widening Access website and newsletter with news, events and activities.
2. Create and manage new and existing relationships with community partner organisations, academic staff and tutors at Cardiff Met and community learners to co-ordinate and provide a high level of professional support for the delivery of the community outreach programme.
3. Identify and generate ideas for future course development, assisting the Community Engagement Manager with further development and implementation.
4. Lead and manage the processing of online enrolments for all Widening Access outreach courses including accredited and non-accredited modules, Summer School and IELTS classes.
5. Liaise with stakeholders, to advise on learner bookings and implement creative marketing and email campaigns promoting Widening Access courses promote courses including creation of promotional support for partner organisations such as bilingual posters and social network posts.



6. Co-ordinate Widening Access activity at key Adult Learner events, arranging appropriate promotional material and representing the University at the events to deliver key information and provide advice on the Widening Access activities.
7. Liaise with Tutors to obtain assessment and exam results for accredited modules, accurately record these and notify Academic Registry for uploading to the Student System and Exam Boards. Co-ordinating the notification of results to Learners and monitoring retrievals and Chair's Actions. Deliver details of Widening Access learners' results for all modules to the Admissions team to ensure smooth progression to the Foundation degree.
8. Actively contribute to cross-divisional, cross campus Cardiff Met internal teams and projects - especially Cardiff Met Student Services, Schools Liaison and Reaching Wider - to align delivery to meet the Institution's Reaching Wider Plan.
9. Lead and co-ordinate the continual update and maintenance of effective Widening Access systems and databases. Collating and analysing information to ensure efficient retrieval of key data is provided to Widening Access Manager for monitoring against targets and to link into the Fee & Access Plan.
10. With the Community Engagement Manager, co-ordinate the development of bespoke Widening Access literature, such as Widening Access Brochure, Summer School brochure and Adult Learner Journeys booklet. Ensuring literature is present in relevant community venues and events to promote.
11. Deal with a wide range of internal and external enquiries via phone and Widening Access email box, dealing with urgent communications, liaising with internal and external contacts and Tutors to efficiently resolve the queries, provide information and promote Widening Access activities.
12. To support in the delivery of Marketing and Recruitment events and activities, such as Open Days, Applicant Days, Conversion activity, Confirmation and Clearing and Enrolment. Any other duties, commensurate to the post, as required by the Community Engagement Manager and Head of UK Student Recruitment and Events who has overall responsibility for the Widening Access Strategy delivery.

Person specification

Essential qualifications / Professional memberships

1. Educated to degree level or equivalent level qualification or equivalent work experience.

Essential experience, knowledge and skills

1. Relevant experience and knowledge of events management.
2. Proven track record of delivering large scale multiple events to budget within agreed timescales.

3. Knowledge of current climate and challenges within the HE sector.
4. Experience of using an events based management system.
5. Excellent communication (written and oral), problem solving, organisational and interpersonal skills.
6. The ability to work under pressure to tight deadlines with a minimum of supervision.
7. Attention to detail.
8. Ability to communicate effectively with people (internal/external) at different levels across a range of organisations and settings in order to achieve desired outcomes.
9. Ability to influence colleagues, external partners and stakeholders to build networks to support partnerships.
10. Enthusiasm, initiative, commitment, creativity and drive towards task completion.
11. Ability to work as part of a team, and to lead, motivate and co-ordinate teams towards successful task completion.
12. Willingness to work unsociable hours, evenings and weekends on events if necessary.

Desirable

1. Master's degree or equivalent level qualification in an education or business-related subject.
2. Experience in a similar role in a community learning, outreach or HE setting.

Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: [Welsh language skills levels](#). If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
A1 – Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	Desirable	Desirable	Desirable	Desirable



A2 - Basic user Can deal with simple, straightforward information and communicate in basic Welsh.				
B1 - Intermediate user Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
B2 - Upper intermediate user Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
C1 - Fluent user Can communicate fluently in Welsh.				
C2 - Master user Can communicate fluently on complex and specialist matters in Welsh.				

Disclosure & Barring Service requirements

This post requires an enhanced DBS adult workforce check.

Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.