

Job Description

Post/Job Title:	Schools Liaison Manager (Fixed-Term)
Ref:	POSN102798
Location :	Studland House, Lansdowne Campus
Professional Service:	Marketing & Communications (M&C)
Normal Hours Per Week:	Full-time (1.0 FTE)
Grade:	6
Accountable To:	Schools Liaison & Partnerships Manager
Special Conditions:	Flexible approach and additional hours occasionally required

Job Purpose

Under the direction of the Schools Liaison & Partnerships Manager, this postholder is responsible for the development of engagement, student recruitment, and outreach activities with schools, colleges, and academies. The postholder will work closely with Faculties to create a cohesive and impactful approach to BU's partnerships with these educational institutions.

This role involves designing and delivering an innovative and dynamic programme of activities tailored for the University's target schools, colleges, and academies. The focus will be on engaging learners aged 6–19, including those from groups underrepresented in Higher Education (HE), mature learners, and key influencers such as education staff and relevant agencies.

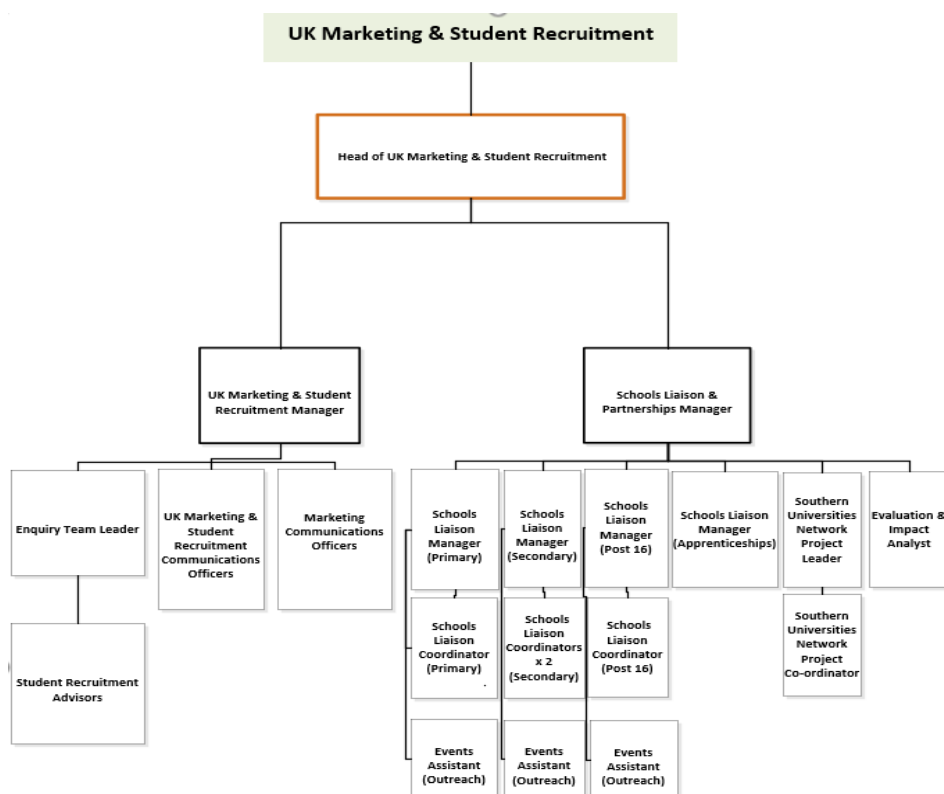
With a focus on either pre- or post-16 provision, the postholder will ensure the programme is audience-centric, effectively reaching target learners and supporting critical transition points in their educational journey. The activities will be seamlessly integrated, progressive, and underpinned by a robust framework of measurement and evaluation to ensure maximum impact.

Main Responsibilities

1. Work closely with the Schools Liaison & Partnerships Manager to devise and implement a co-ordinated programme for schools, colleges and academies to support BU's aims and objectives in this area - including activity planning, promotion and budget management
2. Proactively manage, review, and strengthen relationships with all identified target schools, academies, colleges, and other key influencers, while contributing to raising ambition towards HE and improving application and enrolment rates to BU from target learners (including under-represented groups).
3. Work closely with colleagues in Faculties and Professional Services effectively managing relationships to ensure a coordinated and effective approach in BU's engagement with schools, colleges and academies
4. Develop engaging resources for use in activities, interventions, schemes and events in the schools programme including generic and subject- specific activities, workshops and presentations.
5. Lead and produce on- and off-line materials and publications in collaboration with colleagues in the Schools Liaison & Partnerships Team, adhering to BU's brand guidelines
6. Support with the development and implementation of an annual integrated communications plan, to promote the schools programme aimed at key external stakeholders, such as teachers and career leaders at target schools, colleges and academies

7. Manage effective representation of BU at events, including delivery of activity, attendance and acting as a BU ambassador
8. Manage the process of recruitment and training of Bournemouth University students to support the schools programme, ensuring safeguarding checks and DBS disclosures are in place
9. Lead and manage the Schools Liaison Coordinator/s and Events Assistant/s (outreach) (placement student/graduate) to ensure effective and efficient delivery and administration of the schools programme of activity
10. Ensure compliance with appropriate policies and procedures for all activities, including undertaking appropriate risk assessments to ensure compliance with relevant Health and Safety regulation, and/or to meet requirements of hosting institutions of BU activity
11. Keep fully up to date with the UK Education system and ensure that the development and delivery of BU's activities meets the needs of schools, colleges, employers and the University
12. Ensure monitoring & evaluation techniques are employed to support programme delivery. Champion continual improvement and development of activities to demonstrate impact against objectives. Provide timely reports, summaries and data updates, as required
13. Manage allocated budgets for schools activity, approving all related expenditure for payment and adhering to the University's financial procedures and regulations
14. Work flexibly, sometimes outside normal working hours, and be prepared for some travel to represent BU. Provide support to other BU events (in and outside normal office hours) in line with M&C departmental commitments
15. Any other duties as required by the Schools Liaison & Partnerships Manager.

Organisational Structure



Dimensions

M&C is responsible for the University's strategic marketing, student recruitment, information and research, corporate and internal communications.

The Schools Liaison Manager reports into the Schools Liaison & Partnerships Manager.

The Schools Liaison Manager has direct line management for Schools Liaison Coordinator/s; and Schools Liaison Events Assistant/s (placement/graduate).

Contacts

Internal BU Students, all levels of staff across Faculties and Professional Services

External Prospective students (primarily undergraduate), and influencers (parents, carers) school, college and academy staff, careers leaders, UCAS, HELOA, government agencies, local authorities

Challenges

- Managing a wide variety of projects simultaneously with multiple deadlines
- Maintaining a creative and innovative approach to schools liaison activities
- Balancing the needs of the University with the needs of schools, colleges and academies
- Delegating effectively to a team with diverse responsibilities.

Information Governance Responsibilities

Data User

i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an offence to apply for and perform the role, if a person is bared from engaging in regulated activity. Further information is available in BU's Safeguarding Policy and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

All employees have an obligation to be aware of and comply with the University's Sustainability Policy, Carbon Management Plan and associated documents, and to ensure that whilst at work that they demonstrate the adoption of sustainable habits or practices and carry out their day-to-day activities in an environmentally responsible manner.

January 2025



Person Specification

Post / Job Title: Schools Liaison Manager (Fixed-Term)	Post No: POSN102798
Faculty/ Service: Marketing & Communications	Date: January 2025
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Educated to Degree level or equivalent, or possessing relevant professional qualifications	E
Extensive knowledge of UK education system at school, further and higher education level	E
Demonstrable experience of designing and delivering innovative programmes of activities, interventions and/or projects aimed at reaching young people and their influencers	E
Significant knowledge of and experience of Partnership working	E
Experience of budget management	E
Significant experience of planning, organising and on the day management of events, including all logistical aspects	E
Excellent level of IT knowledge and experience using standard Microsoft Office packages	E
Experience of staff management with the ability to motivate lead and develop	E
Knowledge and commitment to Higher Education, and Widening Participation	D
Good understanding of need to evaluate and experience of research & evaluation activity using surveys, data packages and feedback mechanisms.	D
Experience of creating high quality content to engage diverse audiences, including through digital channels.	D
Skills	
Ability to provide leadership, manage and motivate team and individual performance in line with organisational objectives	E
Excellent organisational skills with the ability to manage multiple projects simultaneously	E
Ability to develop & deliver projects and reports within planned timescales	E
Demonstrable ability to build effective relationships, persuade, negotiate and influence	E
Outstanding project management and planning and time management skills	E
Excellent verbal and written communication skills, including preparation of copy and promotional material etc.	E
Excellent presentation and facilitation skills	E
Excellent numeracy and analytical skills	E
Attributes	
Committed leader with the ability to motivate others	E
Motivated self-starter with initiative	E
Problem solver with creative approach	E
Enthusiasm and commitment to working with schools and target learners in the context of Higher Education	E
Ability to work as independently and as part of a team	E
Ability and willingness to travel	E
Ability to work occasional unsocial hours	E
Commitment to delivering service excellence	E