

Position / Job Title:	Schools Liaison Manager (Apprenticeships) (Fixed-Term)
Ref:	277
Location/Building:	Studland House, Lansdowne Campus
Faculty/Professional Service:	Marketing and Communications
Group/Section:	UK Marketing & Student Recruitment
Duration if Temporary:	Fixed-Term / Secondment for nine months November 2024 – July 2025
Normal Hours per Week:	1 FTE (Some flexibility will be required in order to ensure that key time scales and deadlines are met).
Grade:	6
Accountable to:	Schools Liaison and Partnerships Manager and Director of Apprenticeships and Skills
Special Conditions	A satisfactory enhanced DBS Disclosure is required for this position. Additional hours may be required on occasion in line with business needs.
(DBS only) We are committed to providing a safe environment for all students and staff. This position is required to undertake regulated activity and therefore is exempt from the Rehabilitation of Offenders Act (ROA) 1974 and subject to a satisfactory (enhanced) DBS Disclosure and the requirements of our Safeguarding Policy.	
(Apprenticeship academic provision and/or support) We are committed to providing a safe environment for all students and staff. As this role comes has contact with apprentices, the postholder must be familiar with our Safeguarding Policy and at all times comply with its requirements to safeguard and protect the welfare of young people and vulnerable adults. This includes attendance on relevant mandatory training.	

Job Purpose

The School Liaison Manager (Apprenticeships) post is funded through an Office for Students bid to grow capacity and capability among English higher education providers to deliver high-quality degree apprenticeship provisions that meet skills needs now and in the future. They also aim to address equality of opportunity in relation to Level 6-degree apprenticeships.

Under the direction of the Schools Liaison & Partnerships Manager, this postholder is responsible for the development of engagement, student recruitment and outreach activities in schools, colleges and academies to increase understanding of degree apprenticeships as an alternative to a traditional undergraduate degree. They will liaise closely with Faculties to develop a coordinated approach in Bournemouth University's (BU) engagement with schools, colleges and academies.

This role will have responsibility for the planning and implementation of an innovative and progressive programme of activity for the University's target schools, colleges and academies working with learners who are 8-19 years old, including those under-represented in Higher Education (HE), mature learners, as well as building relationships with education staff, appropriate agencies and other key influencers.

They will have a focus on degree apprenticeship provision and ensure the programme is appropriately audience-focused, reaches target learners and both supports key transition points and is seamlessly integrated and progressive in the educational journey whilst underpinned by robust measurement and

evaluation.

Main Responsibilities

1. Work closely with the Schools Liaison & Partnerships Manager and Director of Apprenticeships and Skills to devise and implement a coordinated programme for schools, colleges and academies to support BU's aims to increase equality of opportunity and support underrepresented learners to access degree apprenticeships - including activity planning, promotion and budget management
2. To proactively manage, review and enhance relationships with all identified target schools, academies, colleges and other key influencers, and contribute to raising aspirations towards degree apprenticeships 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. Manage effective representation of BU at events, including delivery of activity, attendance and acting as a BU ambassador
7. 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
8. 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
9. 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
10. 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
11. Manage allocated budgets for schools activity, approving all related expenditure for payment and adhering to the University's financial procedures and regulations
12. 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
13. Any other duties as required by the Schools Liaison & Partnerships Manager and Director of Apprenticeships and Skills.

Organisation Chart

Dimensions

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

The Schools Liaison Manager (Apprenticeships) reports into the Schools Liaison & Partnerships Manager.

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 advisers, 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

NB:

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.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.



Person Specification

Position / Job Title: Schools Liaison Manager (Apprenticeships)	Position No: 277
Faculty / Service: Marketing and Communications	Date: October 2024
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
Knowledge of degree apprenticeships	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 a creative approach	E
Enthusiasm and commitment to working with schools and target learners in the context of Higher Education	E
Ability to work independently and as part of a team	E
Ability and willingness to travel	E
Ability to work additional hours on occasion in line with the business needs	E
Commitment to delivering service excellence	E