

Post/Job Title:	Student Recruitment & Outreach Coordinator
Ref:	853
Location:	Studland House, Lansdowne Campus
Professional Service:	Marketing, Recruitment & Communications (MRC)
Normal hours per week:	Full Time
Grade:	4
Accountable to:	Student Recruitment & Outreach Manager
Special conditions:	Flexible approach and additional hours frequently required
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.	

Job Purpose

Working within the Student Recruitment, Outreach & Events Team, the post holder will coordinate and deliver an effective series of activities, interventions, and workshops to inspire and engage target learners, including those from under-represented higher education groups.

Main Responsibilities

1. Organise and deliver workshops, events, and presentations tailored to the audience in target schools, colleges, academies, and other external venues for students and other key influencers.
2. Represent BU locally, regionally, and nationally in schools, colleges and academies, and other venues, providing information and guidance about Higher Education and BU's courses to target audiences.
3. With full support, take responsibility for a specific event/s or activity focused on primary, secondary or sixth form and college students, as well as other key influencers.
4. Ensure activities and events are delivered in accordance with BU safeguarding, health and safety, and other relevant policies and procedures, taking appropriate action to safeguard children, young people and other participants.
5. Support the Student Recruitment & Outreach Manager(s) in building and maintaining strong relationships with internal and external stakeholders to promote and organise events and projects.

6. Work with the Student Recruitment Operations Officer to recruit, train and manage Bournemouth University students (Student Ambassadors) to support the delivery of the student recruitment and outreach programme.
7. Handle learner, school/college and stakeholder information appropriately and securely when supporting outreach activity, evaluation and reporting, in accordance with relevant BU policies and other participants.
8. Monitor and evaluate activities to ensure effectiveness and impact, ensuring activities' continual improvement and development. Provide timely reports, summaries, and data updates, as required.
9. Work closely with the Student Recruitment & Outreach Team to continually review and enhance the programme of activity, making recommendations for best practices by keeping up-to-date on trends and developments in education and widening participation.
10. Work flexibly, often outside normal working hours, and be prepared for regular travel to represent BU. Support other BU events (in and outside normal office hours) in line with MRC departmental commitments.
11. Any other associated duties as required by the Student Recruitment & Outreach Managers.

Dimensions

MRC is responsible for the University's strategic marketing, student recruitment, information and research, and corporate and internal communications. The Student Recruitment & Outreach Coordinator reports to a Student Recruitment & Outreach Manager.

Contacts

Internal	Students, all levels of staff across Faculties and Professional Services
External	Prospective students and other clients, staff from other Higher and Further Education Institutions, staff from schools and colleges, Careers Advisers, other key influencers, UCAS, HELOA, government agencies, local authorities

Challenges

- Being innovative and flexible in developing activities and initiatives to inspire young people and their influencers
- Managing multiple projects with tight deadlines
- Organising and prioritising a large workload whilst maintaining attention to detail
- Remaining calm under pressure with the ability to problem-solve effectively

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 barred 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 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.

August 2026

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Faculty/ Service: Marketing, Student Recruitment & Communications		Date: August 2026
SELECTION CRITERIA		Essential / Desirable
Knowledge (including experience and qualifications)		
Good standard of education e.g. A levels or equivalent (work experience will also be applicable and can substitute for qualifications)		E
Experience of developing and delivering workshops, activities and/or interventions aimed at children and young people		E
Experience of event organisation, including producing engaging and appropriate resources, for use with young people, and their key influencers		E
Experienced and confident user of internet and IT systems including excellent knowledge of word processing and spreadsheet packages (MS Office)		E
Understanding of safeguarding responsibilities when working with children and young people		E
Understanding of the importance of health and safety and appropriate risk management when delivering events and activities		E
An interest in and passion for working with target learners and their influencers in education, student recruitment and/or widening participation		E
Good understanding of the need to evaluate and experience of market research and evaluation activity using surveys, data packages and feedback mechanisms		D
Knowledge of the UK Education system at school, further and higher education level		D
Knowledge and experience of Higher Education, Widening Participation and Fair Access initiatives		D
Skills		
Effective communication skills with a diverse range of audiences, including strong presentation and facilitation skills		E
Outstanding planning, organisational and time management skills		E
Ability to problem solve in difficult customer-facing situations and under time pressure		E
Accurate with close attention to detail		E
Attributes		
Ability to inspire and motivate young people		E
Confidence in speaking to large groups of all ages and backgrounds		E
Persistence with the ability to complete tasks		E
Ability to work as independently and flexibly as part of a team		E
Ability to work frequent unsocial hours		E
A UK driving licence or equivalent mobility and ability to travel throughout the UK		E