

Job Description

Job Title	Student Recruitment and Outreach Officer
Reports To	Marketing and Student Recruitment Manager
Responsible For	Marketing and Student Recruitment Assistant and/or Student Ambassadors
Department	Marketing and Student Recruitment
Location	The majority of the Theatre School's activities are based at the School's Downside Road site. The Student Recruitment and Outreach Officer will be required to travel regularly to events at schools or colleges, mainly across Bristol and the South West. Occasional travel further afield in the UK with overnight stays is also expected from time-to-time. Time of in lieu is agreed with the departmental manager.
Hours	40 hours per week plus additional hours and days as necessary. Some occasional weekend and evening work is required.
Contract	18 months in the first instance, with a view to becoming permanent. Please note that you will be required to undergo a full, enhanced DBS disclosure as this role involves regular work with young people under the age of 18.
Salary	£28,000 per annum paid by BACS monthly in arrears
Pension	4% employer and employee contribution after 3 months' service into workplace pension administered by the People's Pension
Holidays	25 days per year, plus statutory bank holidays in non-term time (pro-rata)
Notice Period	Three months after successful completion of probationary period.
Probationary Period	Six months (during which the notice period is one week.)

Person specification	<p>Essential criteria:</p> <ul style="list-style-type: none"> • Educated to degree level or equivalent; • Experience of undergraduate or postgraduate student recruitment within a Higher Education environment; • A sound knowledge of secondary school, college/FE and higher educational systems within the UK, including an understanding of school-leaving qualifications and widening participation work;
-----------------------------	---

	<ul style="list-style-type: none"> • Experience of organising and delivering events designed to engage young people aged 13 – 19; • Experience of evaluating the success of recruitment or outreach activities; • Confidence in presenting and adapting style, tone and delivery relative to the audience; • Demonstrable experience of interpreting complex data sets and drawing conclusions to inform procedures or planning; • Cultural awareness and sensitivity; • An awareness of the importance of data protection procedures. <p>Desirable criteria:</p> <ul style="list-style-type: none"> • Experience of schools/colleges liaison work and developing relationships with teachers, advisers etc; • Experience of delivering and reporting activities relevant to the achievement of a university's Access and Participation Plan. • A commitment to high levels of customer service and enquiry management; • An interest in the theatre, film or the arts and an ability to champion the benefits of a specialist arts training. • A driver's licence. (UK not essential).
<p>Duties and responsibilities</p>	<p>Overall Responsibilities:</p> <ul style="list-style-type: none"> • Lead on the planning, organisation and evaluation of student recruitment events such as open days and visit afternoons, expanding the range and quality of visit opportunities both virtually and in-person; • Work with the line manager to develop a targeted approach for student recruitment to the School's undergraduate and postgraduate programmes; • Develop and deliver aspiration-raising presentations, workshops and tasters, ensuring groups under-represented in HE are reached; • Proactively work to strengthen our offer to schools, colleges or partner institutions, encouraging them to seek the Theatre School's input to their advice and guidance events; • Work with colleagues from across the School and, where applicable, the registered HE Provider to monitor and evaluate widening access initiatives; • Undertake analysis of UCAS admissions data to inform and refine student recruitment activity; • Work closely with the external leader of the BOVTS youth group to ensure the programme is contributing to the School's wider access and strategic objectives; • With other members of the M&SR team, implement course-specific recruitment and conversion initiatives (e.g. comms campaigns, mailouts, advertising etc);

	<ul style="list-style-type: none"> • Engage fully in the life of the School (e.g. attending productions, showcases, exhibitions) to develop an exceptional working knowledge of the School's courses and positioning, in order to best drive student recruitment; • Establish an ambassador programme for outreach work; • Work creatively to maximise attendance of young people from diverse backgrounds at the School's main house performances, which take place at prominent venues across Bristol; • Ensure market competitiveness of the Theatre School by benchmarking against competitor activities and marketing collateral, participating in relevant internal and external networks when required; • Work closely with the Marketing and Communications Officer to ensure all relevant marketing collateral is tailored to the needs of prospective students, applicants and their supporters; • Provide administrative support within the department, dealing with general enquiries received via shared inboxes or telephone, or any other reasonable shared departmental duties, including cover for sickness absence or holidays. <p>Internal Interfaces</p> <ul style="list-style-type: none"> • Marketing and Student Recruitment Manager; Marketing and Communications Officer; Marketing and Student Recruitment Assistant. • Admissions Administrators; Short Courses Administrator; HE and Student Support Manager; all heads of courses; Academic Registrar; Senior Management Team; Finance Assistant. • Current students, particularly student reps and/or those wishing to undertake ambassador work. <p>External Interfaces</p> <ul style="list-style-type: none"> • Prospective students, applicants and their supporters. • Schools and colleges, teachers and careers advisers.
<p>Equal Opportunities</p>	<p>Bristol Old Vic Theatre School's approach to Recruitment and Selection:</p> <p>We aim at all times to recruit the person who is most suited to the job. Recruitment will be on the basis of the applicant's abilities and individual merits, measured against the job criteria and competencies.</p> <p>Equality & Diversity</p> <p>The Theatre School recognises the positive value of diversity, promoting equality and challenging unfair discrimination. We welcome applications from those currently underrepresented in our workforce and across the wider arts and training sectors: these include, but are not limited to, people who are culturally and ethnically diverse and experience racism in our society, those with LGBTQ+ identities, neurodivergent and/or D/deaf and disabled, those with caring</p>

responsibilities and those who have experience socio and economic barriers.

We will not discriminate or tolerate discriminatory behaviour on the grounds of age, disability, educational background, gender, employment status, ethnic origin, marital / partnership or family status, race, religion or belief, sex, sexual orientation, social class, transgender, working pattern or any other irrelevant factor in any aspect of employment.

We are committed to employing disabled people, and reasonable adjustments will be made to the recruitment procedure to ensure that no-one is disadvantaged because of their disability. If a disabled person is appointed, reasonable adjustments will be made to the workplace as far as possible, including premises & equipment, duties, practices or policies.

Selection & Assessment

We use a range of methods at the interview stage to assess candidates against objective job criteria contained in the job description and employee competencies applicable to the role. The purpose is to accurately predict a candidate's ability to perform the job in question. All interviews will be undertaken by a panel of two or more people, and we will endeavour for the panel to be representative of society. Selection panels will keep written notes on each applicant recording reasons for decisions taken. These are disclosable to the applicant. All disabled applicants (as defined by the Equality Act 2010) who meet the essential criteria as defined in the job description will be guaranteed an interview.

We are committed to improving the diversity of our workforce. Where two candidates are equally scored following interview or assessment, positive action will be taken and we may appoint a candidate with a protected characteristic which is underrepresented within the Theatre School.