

Outreach and Engagement Assistant Job Description

Salary: £23,020

Responsible to: Outreach and Engagement Manager

Responsible for: N/A

This job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

1. Purpose of Post:

Responsible for the delivery of front-line student support and targeted engagement activities; focused on handling all inbound enquiries, alongside outbound engagement, and retention campaigns.

As the first point of contact for our community, you will help us to understand the students' explicit needs, before providing information or signposting the student to the services they need. Ensuring all interactions are appropriately recorded, you will ensure that we can report accurately on student needs and service usage.

2. Main Duties and Responsibilities

- Work with the Outreach and Engagement team manager to implement our operational approach to outreach and engagement, achieving agreed KPIs.
- Work with colleagues ensuring all inbound contacts (voice, physical, emails, social or other digital) are appropriately dealt with and interactions recorded on our CRM system.
- Work across all other functions to ensure that any events or activities, requiring physical staffing, are adequately covered.
- Work with colleagues to deliver awareness and outreach campaigns to grow the Student Unions engagement levels.
- Work collaboratively with other Service areas to ensure we are delivering the right activities to maximise engagement and best support our community.
- Support our Elected Officers and student representatives in their political role; assisting them to achieve their objectives and support their wellbeing.
- Work in partnership with key University personnel and develop collaborative working arrangements with other external stakeholders to raise the Students' Union's profile.

Outreach and Engagement Assistant

Person Specification

Requirements		Essential Desirable	Assessed by *
1	Qualifications/Training		
1.1	Relevant degree or qualification in related subject	D	A
2	Experience		
2.1	Customer service, Retention or Sales experience with demonstrated success in the role(s)	E	A/I
2.2	Experience of using customer experience technologies and platforms, including CRM/CXM systems.	E	A/I
2.3	Experience in working towards and achieving targets.	E	A/I
2.4	Experienced in delivering outbound contact campaigns	D	A/I
2.5	Experienced in delivering in person customer service and help	D	A/I
3	Knowledge, Skills & Attributes		
3.1	Ability to persuade and influence, internally and externally	E	I
3.2	Able to think critically and exercise independent judgement and discretion, with a solution focused attitude	E	I
3.3	Outcome focused, driven by a desire to create excellent customer experience	E	I
3.4	Able to think creatively to continuously improve services	E	I
3.5	Commitment to and understanding of inclusion within a diverse and multicultural environment	E	I

***A – Application, T – Task, I – Interview**