

Student Attraction and Communications Coordinator

upReach is an award-winning social mobility charity supporting less-advantaged students to secure graduate jobs in sectors including Consulting, Government & Public Sector, Law and Technology. We deliver a comprehensive programme of professional development to over 2,700 students, working in close partnership with leading employers such as Civil Service, Accenture, Goldman Sachs, PwC and Slaughter and May.

In October 2019, upReach won the Charity of the Year Award (income < £1m) in the prestigious Charity Times Awards, and the charity also won the “Embracing Digital” award in the 2020 Charity Governance Award. In 2021 upReach’s work on the Social Mobility Network was a finalist in the Third Sector Awards ‘Breakthrough of the Year’. The charity was also a finalist in three categories at the Charity Times 2021 Awards including ‘Best use of Technology’ and the ISE Awards 2021 for our partnership with the University of Exeter.

upReach is seeking to hire a Student Attraction and Communications Coordinator. This is an exciting opportunity to directly contribute to the growth of the charity through raising our profile and status among our potential beneficiaries, and to play a key role in all aspects of marketing our work to students, directly and via collaboration partners. This role would suit individuals with at least a years’ experience in marketing and/or communications, and who have a passion for social mobility and are used to operating in a fast paced environment. The successful candidate will take responsibility for delivering our plans for student attraction, and for marketing upReach and our work throughout a range of different platforms and networks. They will have the opportunity to steer the creative direction of our student-facing comms as a key member of a dynamic and growing national team.

Key Information

Student Attraction and Communications Coordinator: This individual will play a pivotal role in all aspects of our marketing and communications to students, both before they join an upReach programme and during their time on the programme. They will seek to raise the



profile of upReach and reach students who might benefit from our work. They will work on upReach's outreach work to students and particularly on raising our presence on university campuses, including working with University Societies and Brand Ambassadors. They will create varied, engaging content to energise and excite students and universities.

Location:	Bristol, London, Manchester, Nottingham or Newcastle
Hours:	40 hours per week, 9am - 6pm (with some flexibility)
Start date:	January 2022
Salary:	£23,000 - £26,000 per annum, including London weighting if based in London
Application deadline:	9am on Thursday 9th December Early applications are encouraged as we may interview and/or appoint before the closing date.

About upReach

Do you think that your socio-economic background should determine your career prospects? upReach's vision is of a society in which everybody has an equal opportunity to realise their full career potential. We help young people from less-advantaged backgrounds achieve their career potential by providing an intensive programme of support that addresses socio-economic barriers to graduate employment.

Our work is important because right now a student from a disadvantaged background who gains a first-class degree from a top university is less likely to secure an elite job than a more privileged student with a 2.2.

We are an award-winning charity employer working to address this issue in partnership with employers and universities. Building on the success of the past five years, upReach's current partners include the Civil Service, Accenture, Goldman Sachs, PwC and Slaughter and May. We also partner with universities including Exeter, King's College London, Liverpool, Warwick and Manchester.

This academic year, over 2,700 undergraduates (we call them upReach Associates) will be supported through our unique programme of application support, soft skills workshops, Insight Days, mentoring and professional experience.

To find out more about upReach and how we support our students, visit our [website](#) and read our [Annual Report](#).



About the Role

Student Attraction and Communications Coordinator: This individual will implement upReach's student attraction strategy and ensure a healthy pipeline of students applying to be part of upReach's programmes. Core delivery responsibilities include:

Student Attraction and Associate Communications

- Lead student attraction across multiple relationships, including UK universities, schools/colleges and collaboration charities, as well as via social media platforms and upReach's brand ambassadors to increase the attraction of eligible students applying to benefit from our programmes.
- Increase student facing brand awareness across UK universities, schools/colleges and social media.
- Design, coordinate and facilitate all Associate communications across different mediums (Associate portal, newsletters, emails, etc) to create a sense of community and enhance engagement with the upReach programme opportunities, and to ensure efficient and effective communication.
- Explore innovative attraction methods to increase awareness of our programmes amongst new audiences, particularly those underrepresented on our programmes.
- Design a range of collateral across multiple mediums (social media, video, direct marketing, flyers/posters) to engage students and help them to understand who upReach is and the benefits of the upReach programmes.
- Work on our outward-facing digital communications to students, including social media and website, proactively keeping content current and relevant.
- Facilitate outreach workshops (ie employability skills & career exploration) to raise aspirations and boost applications to our programmes (online and/or face to face).
- Work on our "Aspire" project, our online platform of resources for sixth formers providing inspiration, information and advice to help sixth-formers to make informed decisions about their post-18 options. You will have responsibility for the distribution of the "Aspire" resources to engage sixth-formers, teachers and schools/colleges to raise awareness of career opportunities and attract early interest in our programme of support for University undergraduates.

Community Building

- Work to increase brand awareness, build community at Universities and promote student led advocacy for Social Mobility. This will include the provision of training and student development opportunities.

Data & Impact

- Maintain detailed records to consistently monitor and evaluate the performance of upReach's attraction programme, and implement improvements where needed.
- Create monitoring and tracking mechanisms to measure success of Comms campaigns and interventions.
- Work with the Data and Impact team to create compelling narratives and case studies about our impact, and contribute to how we gather data from our beneficiaries.

Other

- Work with participants of our Future Charity Leaders Programme Graduate Scheme on Associate Communications
- Undertake other marketing or administrative tasks that are required within this role.

Person Specification

This position would be suited to individuals who are committed to upReach's mission. We are looking for individuals who are passionate about social-mobility and believe that background should not be a barrier to graduate employment.

To be successful it is anticipated that you would have at least a years' experience within Marketing and/or Communications. You should be proactive, resilient and used to managing competing priorities within a varied workload. You should be flexible and willing to perform varying duties depending on the shifting needs of the charity.

Essential Skills/Experience:

1. Experience working in a fast-paced environment and working independently to find solutions to problems.
2. At least 1 years experience working within marketing and/or communications or within a Student Attraction role.
3. Ability to turn complex ideas into concise and effective communication materials
4. Basic understanding of google analytics and tracking of online campaigns
5. Creativity, strong storytelling skills and a proactive attitude.
6. Proven experience in creating content for online sources and marketing materials.
7. Excellent communication skills, both written and oral, with an eye for varied and engaging content, and the marketing flair to flex stylistically for different audiences.

8. Exceptional eye for detail, including excellent proofreading and editing skills.
9. Strong project management and problem solving skills, in addition to superb organisational skills to manage a varied workload.
10. At least a Grade 'B' in Maths and English GCSE (if you have extenuating circumstances, let us know)*
11. University degree (2:1 or higher)* in any discipline, or equivalent experience.

* The nature of the role requires a high standard of Maths and English, and the ability to quickly review a large amount of information and identify and communicate key themes clearly. Applicants may demonstrate this through the academic qualifications shown above and/or other relevant experience. As our beneficiaries are all undergraduates, a good understanding of the university experience is essential, although it is not necessary that this was acquired through personally gaining a degree.

Desirable Skills/Experience:

1. Experience of running social media platforms and campaigns.
2. Experience working with a communications team in the charity sector
3. Sound knowledge of GDPR legislation and regulations.
4. Familiarity with Canva, G Suite and Zoom video conferencing software.
5. Experience using Mailchimp, video editing software and Hootsuite
6. Understanding of social mobility issues in the UK, the university landscape and graduate recruitment.

Values & Competencies

upReach upholds the following values:

- Perseverance
- Integrity
- Advocacy
- Aspiration
- Proactivity

We are looking for candidates to display the following competencies during the application stages:

- Problem solving and decision making
- Planning and organising
- Collaboration



- Passion and motivation
- Communication skills

Application Process

Please email your CV and a covering letter (in PDF format) to Sam Gill at HumanResources@upReach.org.uk by 9am on Thursday 9th December 2021. We will hold interviews w/c 13th December, so please let us know in your email if you are unavailable at any times that week. In your covering letter, please explain your motivation for applying to this role, and why you are interested in working at upReach, giving further details about your interest and ambitions.

Early applications are encouraged as we may interview and/or appoint before the closing date.

If you have any questions about the role or application process, please reach out to Sam Gill at HumanResources@upReach.org.uk.

Please Note: upReach has a responsibility under the Immigration, Asylum and Nationality Act 2006 to ensure that, **at the time of starting their employment, successful candidates have permission to work in the UK.**

If you have a right to work in the UK, **you will be required to bring proof of this to your online interview** (by providing your original passport or other right to work documents). If your permission to work in the UK relies on a job offer, please bring written details including evidence of any existing visas or work permits. A photocopy/ scan will be requested of your right to work document(s) and stored securely. If you are unsuccessful at interview the copy will be destroyed. Unfortunately, upReach is unable to financially sponsor Visas or work permits.

Equal Opportunities

upReach is an equal opportunities employer and does not discriminate in employment matters on the basis of race, religion, gender identity, sexual orientation, age, disability, social background or any other protected class. We support workplace diversity and believe it creates dynamic and effective organisations. We are working hard to increase diversity in our team and would particularly welcome applications from BAME candidates.





We are committed to making our roles and culture inclusive. We can make reasonable adjustments throughout the application process and on the job. If you have particular needs or requirements, please get in touch using HumanResources@upReach.org.uk.

