



Job Title: *Prosthetic and Orthotic Outreach Officer*

Reports to: *Strategic Interventions in Health Education Disciplines (SIHED) Programme Manager and the British Association of Prosthetists and Orthotists(BAPO) Liaison Manager*

Hours of work: *0.5 FTE. Home based with opportunity to hot desk at a base in London*

Duration: *1 year fixed term (potential for extension up to 3 years)*

Salary: *£30k pro rata*

The Strategic Interventions in Health Education (SIHED) programme, funded by the Office for Students (OFS), is a new programme which will deliver a range of interventions to increase awareness of allied health professions, including prosthetics and orthotics, and support student recruitment.

The Outreach Officer will join the SIHED team to design, develop and deliver a programme of outreach events and activities to engage our target audiences. To be considered for this role it is essential that you have a strong track record of delivering targeted outreach activities alongside solid experience of working within a healthcare, higher education or charity environment. The successful candidate will have strong communications and interpersonal skills with the ability to positively engage with stakeholders and partners. Knowledge of marketing and communications delivery and evaluation would be an advantage. This role is ideally suited to someone who is keen to be part of an innovative and significant programme supporting the future needs of patients and students.

The British Association of Prosthetists and Orthotists (BAPO) is the UK professional body dedicated to promoting our profession and supporting our clinicians to provide the highest level of clinical care for our service users. Prosthetics is the specialist medical discipline that involves the assessment, design and provision of artificial limbs. Orthotics is the specialist medical discipline in which external orthoses or braces and supports are assessed, designed and fitted to an individual to provide correction or prevention of a physical deformity; stabilisation of a joint or joints; reduction of pain; pressure offloading and improvement in mobility or performance.

This person would be based in the South of England working on behalf of BAPO funded by OFS. They will be required to travel to different locations to promote the profession.

THE ROLE

We are seeking an exceptional candidate to join our team in the role of **Profession Outreach Officer in Prosthetics and Orthotics**. There will be one 0.5WTE post available. The post holder will be required to be in close contact with the BAPO Secretariat and our HEI partners, to set priorities and agree/co-ordinate their activities.

This is an exciting role delivering student numbers to meet challenging targets for the recruitment of prosthetic and orthotic students. You will manage relationships with target schools and colleges, health careers events and play an essential role in the delivery of an effective prosthetic and orthotic student recruitment strategy.

You will be a highly organised, enthusiastic and motivated individual, who is able to work with a wide range of stakeholders. Through excellent presentation skills, you will raise the profile of prosthetics and orthotics, encouraging appropriately qualified students to apply. You will work with a range of target audiences communicating complex information about higher education and promoting the unique selling points of the profession and programmes available nationally.

○ **The postholder will:**

- Develop, plan and deliver a programme of outreach activities for Prosthetics and Orthotics
- Research, develop, deliver and continually update a range of presentations for key stakeholders.
- Work closely with other outreach officers, the programme manager and the sponsor Office for Students within the Strategic Interventions in Health Education Disciplines programme, to contribute to its development, monitoring and evaluation and to assist with its implementation and delivery.
- Interrogate, interpret and report on data relating to recruitment activities to inform the strategy and review plans, and to analyse this recruitment data in order to monitor the effectiveness of relationships, activities and materials.
- Build relationships with key stakeholders including a range of staff within schools, colleges and university departments and practitioners within the discipline.
- Evaluate and report on effectiveness of outreach activities, including sharing lessons learnt and good practice with other outreach officers within the programme, the programme manager, the programme board and the Office for Students.
- Work with employers to develop engagement with students interested in an apprenticeship route and work to market options available in the training that best suit their needs.
- Assist with the marketing suite of student recruitment communications (print and digital) ensuring recruitment information for prospective students is relevant and up to date, liaising with the Marketing Communications Team in HEI's and BAPO as appropriate.
- Undertake any other related marketing/promotional duties as agreed by the SIHED programme manager, the Office for Students and the Executive Committee of BAPO.

Knowledge skills and experience

Essential

- Degree or equivalent qualification or relevant professional experience
- Relevant work experience gained in an education environment
- Relevant work experience in marketing/recruitment orientated roll
- Knowledge of the higher education sector and the issues and complexities of student recruitment
- Analytical and evaluative skills to contribute to strategy development
- Knowledge and understanding of the UCAS application process; the range and level of pre-university qualifications
- Knowledge of apprenticeship routes to training
- Excellent communication skills – verbal & written and the ability to address communication appropriately to the target audience
- Excellent presentation skills including the ability to speak to large groups of people of varying ages, backgrounds and abilities
- Excellent IT skills, including the use of databases, PowerPoint, Word, Excel, email, social media and the internet
- Skill to manage a complex workload, multi-tasking and prioritising accordingly

- Excellent interpersonal and teamwork skills
- Excellent time management and organisational skills
- Networking and influencing skills
- Initiative a creative, flexible, problem-solving approach
- Attention to detail and accuracy
- Commitment to customer service principles and practice
- Ability to work independently and exercise judgement and make decisions that have impact on others
- Ability to work effectively in a busy and pressured environment and to meet deadlines

Desirable

- Experience of schools liaison/student recruitment
- Marketing training
- Analytical and evaluative skills to contribute to strategy development
- Awareness and understanding of Customer Relationship Management
- Management and leadership skills to manage student ambassadors
- Counselling skills to work with students seeking advice about their study options
- Knowledge of the regulations for student finance
- Knowledge of AHP's

Key Considerations

This role will:

- involve travelling extensively to deliver presentations and out-reach activity, working England wide
- Involve working some evenings and weekends
- involve working in a fast-paced environment, delivering to tight deadlines
- involve managing a significant workload and ensuring that work is prioritised effectively
- offer very flexible working options

Further information

For an informal discussion please contact BAPO Chair Lynne Rowley - chair@bapo.com

Please apply by sending a copy of your CV and supporting statement to Lynne Rowley via email chair@bapo.com

Applications should be emailed and received no later than noon on 11th June 2018. Interviews will be held on the 19th June.