

**VISION STATEMENT:**

To be the leading dual-sector transformative university predicated on inclusiveness, innovation and accessibility for Fiji and the Pacific.

**MISSION STATEMENT:**

To serve the people of Fiji and the wider Pacific region with leadership that engages with people and communities, respects partnership, enhances excellence, and provides education and skills that promote sustainability through research with real world impact and contributes to self-development.

**1. POSITION DETAILS**

Position	: Outreach Specialist
Grade	: 4
Incumbent	:
Division	: Marketing and Communications
Department	: Outreach
Location	: Nasinu Campus
Reports to	: Manager Outreach through Senior Outreach Specialist

**2. PURPOSE**

The University's outreach activities are directly linked to the student numbers, therefore this department plays a vital role in student recruitment. The Outreach Specialist [OS] will assist in building and maintaining relationships with the schools, community, Industry and regional engagements. Encouraging students from different backgrounds to take up higher education and TVET Programmes and consider applying to FNU. The incumbent will work with students and run events that focus on the benefits of Higher Education and TVET programs, attending a top institution such as FNU and choosing the right programmes for their intended career path. These can take various forms, from Schools, Industry to Community projects such as Career's Fairs, Roadshow, Community Outreach, Conferences to specialised presentations and day visits. The position holder is expected to manage Outreach projects with minimal supervision.

### 3. ORGANISATION CHART

Position of Your Immediate Supervisor: **Senior Outreach Specialist.**

In the table below write down the positions reporting to you (if any). For each of those positions, indicate the number of staff reporting to them.

Positions Reporting To You	No Of Staff Reporting To Them
0	0

### 4. KEY ACCOUNTABILITIES

#### **Outreach Strategy and Plan**

- Support the Outreach team for Outreach Strategy and Planner.
- Contribute and implement strategies, new and innovative ideas
- Keep track of deliverables and ensure successful execution
- Draft Digital Marketing Plan for Outreach Projects that promote HE and TVET Programmes
- Submit reports for all outreach projects to the Senior Outreach Specialist
- Develop connection between staff, parents, and students
- Facilitate non-English sessions for Outreach and Community projects
- Coordinate all media awareness programmes, e.g. Radio talk-back shows, TV shows, etc.

#### **Project Management for all Outreach Projects but not limited to School Visits, Career Teachers Workshop, Open Day, Roadshow, Industry Outreach and Community Outreach, etc**

- Formulate project ideas that translate into Outreach strategies
- Draft Outreach Project planners
- Manage and Monitor Outreach Projects (from start till completion)
- Events Management for all outreach related activities
- Submit all outreach project reports and upload on Outreach shared drive.
- Data analysis of all projects under Outreach department
- Work in collaboration with the Operations Department to ensure adequate stock of student merchandise and Prospectus is available throughout the year
- Digitize attendance records, meal claims, query logs, questionnaires/surveys for all outreach projects
- Build and maintain links with local authorities, community organisations and other partners to ensure accurate information, advice and guidance is made available to prospective students and their influencers
- Well versed with the different entry routes to TVET Programmes and Higher Education.

#### **Media Awareness Programmes**

- Liaise with all media outlets and to book media appearances sessions for FNU.
- Coordinate with colleges for representatives for media appearances.

- Ensure promotions (flyers, SM posts and other promotions) and talking points are prepared and provided on time.
- Maintain record/logs of all media appearances and provide monthly reports/updates
- Feature (via presenter/face of outreach activities) in promotional videos, Vultok, podcasts, etc.
- Assist in translating scripts in vernacular languages as and when required for promotional activities
- Crafting compelling messages that resonate with the target audience.

#### **Maintain update to data base [Local and Regional]**

- Secondary schools with contacts of principals and careers teachers
- Special Schools
- Regional school list
- Vocational school list
- School Calendar with term and exam dates
- Provincial Councils
- Ambassies and High Commissions

#### **Administrative Support**

- Administrative support to the Senior Outreach Specialist to coordinate all FNU outreach events such as Ministry of Educations' Careers Expo, School Visits, Provincial Council Meetings and Careers Teacher workshops.
- Confirmed list of schools to be ready before the start of school visits and other projects
- FNU's participation to all rural and maritime visits by the MoE.
- FNU's visit to all secondary schools in Fiji.
- Participation from all Colleges and Academic Office
- Ability to provide academic counselling to prospective students or assistance to non- English-speaking parents
- Email marketing for HE and TVET Programmes
- Ensure project documents are filed and appropriately reference for ease of access
- Maintain electronic records of all projects and reports on Outreach Share Point.

#### **Market Research and Support to other Sections**

- Work closely with other sections within the DMC Office to support the effective development of university marketing and communications operations.
- Work collaboratively with colleges to support college-based outreach initiatives.

## **5. KEY CHALLENGES**

- Working closely and within the Ministry of Education's procedures and schedule for school visits and career's expo

- Ensure that the School Visit is not just an enrolment activity but an ongoing relationship building exercise with the schools whereby we assist the schools where best possible and aspire students to take up higher education and improve the literacy rate of Fiji.
- Collecting and updating email database to ensure that we keep in touch with the students.
- Ensure participation from all Colleges and Academic Section so that we are present as a unified FNU Brand.

## 6. AUTHORITY LEVEL

- Operating Expenditure :...N/A.....
- Capital Expenditure :.....N/A.....
- Others :.....N/A.....

## 7. QUALIFICATION AND EXPERIENCE

### Essential

- A bachelor's degree in relevant field with at least 2 years of work experience in marketing/ outreach/ customer service/project management/community engagement/events roles.
- Understanding of the educational portfolio within the country.
- Added advantage will be having Higher Education Institutional experience

## 8. KNOWLEDGE & SKILLS

- Excellent command of written and spoken English and proficiency in at least one vernacular.
- Must be able to present to large audiences
- Must be able to deliver impartial information, advice and guidance to prospective students whilst always ensuring the integrity of its delivery as a staff member at FNU
- Must have knowledge of relevant external organisations.
- Project Management Skills (Good planning, organisational skills, budgeting skills)
- Proficient MS Word, Excel and PowerPoint user
- Ability to work as part of a team.
- Ability to plan and prioritise own workload.
- Excellent organisation skills
- Attention to detail, accuracy and sensitivity
- Ability to work to deadlines in a busy environment - working on multiple projects at any given time

## 9. WORKING RELATIONSHIP

INTERNAL	FREQUENCY
Marketing and Communications Staff	Frequent
Colleges	Frequent
Academic Office	Frequent
OVC	Frequent
Other Support Services	Based on events

EXTERNAL	FREQUENCY
Secondary Schools	Frequent
Ministry of Education	Frequent
TSLB	Frequent
Marketing Supply Vendors	Frequent

## 10. JOB DESCRIPTION AND VARIATION OF EMPLOYMENT CONDITIONS

It is acknowledged and agreed that from time to time as a result of the evolving needs of the employer, the Employee may be required to upgrade his/her qualifications and/or to alter the position or role tasks that are to be carried out. Such alterations shall not be deemed to be a variation of this job description or a breach of its terms providing the substantive nature of the employment remains consistent with the parties' intention at the time of contracting.