

Unlocked



ATTRACTION OFFICER

Job information pack
June 2021

unlockedgrads.org.uk

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Charity No: 1187552 | Company No: 11448853

ATTRACTION OFFICER

Salary	£30,000
Hours	Full time
Contract	Permanent
Location	London, EC4 (currently remote)
Report to	Attraction Manager

The organisation

Unlocked Graduates is an award-winning charity which exists to break cycles of re-offending by developing outstanding individuals to lead rehabilitation in prisons and throughout society.

At the core of our mission is a leadership development programme that brings top graduates into prisons to work as frontline prison officers for two years. This programme includes mentoring, work placements in partner organisations and a fully-funded master's degree, while taking on the full duties of a frontline prison officer.

The project grew out of a recommendation in the Coates' Review of prison education. Participants are selected through a rigorous and competitive recruitment process which is raising the profile of the prison officer role. Last year the scheme was ranked 36th in the Times Top 100 Graduate Employers list.

Diversity

The communities that we exist to serve are diverse, and to thrive in our work towards our mission, we must be too. We believe that diversity makes for a stronger team and should be celebrated. We therefore aim to create a workplace that is welcoming for all, inclusive of ethnicity, disability, age, religious belief, marital status, pregnancy, sexuality or gender.

We welcome applications from people with convictions.

To remove bias where possible, we blind assess candidates for interview based on their relevant skills, qualifications or experience.

The role

We are looking for an innovative and dynamic individual to join the recruitment team. You will play an important role in attracting the highest quality applicants to work in prisons with Unlocked Graduates.

The Attraction Officer is responsible for supporting the delivery of our recruitment strategy to attract high-calibre candidates to the role of a prison officer and guide them through all stages of the process: from initial attraction of applicants through university careers and online events, to screening and assessing candidates and supporting them up until the point that they start the programme.

You will play a key role in building our brand and increasing awareness of this career opportunity for graduates. The position offers an exciting mix of hands-on marketing, organising and running events, building relationships with a wide variety of people, data analysis and coming up with innovative ways to improve our recruitment. You will be the key point of contact for candidates to the programme and play a key role in how the brand is viewed and respected in the marketplace.

You will join a hard-working team with opportunities every day for new achievements and experiences.

Key responsibilities

- Build our brand by running events and presentations, encouraging students and graduates to join Unlocked
- Manage relationships with key stakeholders at university career services and with student organisations. This may include attending and presenting at external meetings and liaising and negotiating with stakeholders to support our recruitment goals
- Develop and deliver recruitment activities in order to maintain and grow a diverse pipeline of high-quality applicants
- Understand issues of disproportionality, particularly with regard to race, within the criminal justice system and plan strategy and events to address this
- Communicate the Unlocked mission, values and messaging consistently to encourage applications
- Focus on building an innovative strategy to reach out to a diverse audience of potential applicants and attract them to the programme
- Ensure maintenance of detailed records and databases to continuously evaluate and improve the recruitment campaign
- Line manage Brand Ambassadors who work for us on campus, support them to deliver events and drive engagement to the programme
- Organise and deliver training for Brand Ambassadors to promote our brand on campus
- Continuously reflect and evaluate success on campus to ensure we deliver value for money and effective use of resources
- Report on and evaluate the pipeline from your different university campuses
- Act as a relationship contact for successful participants, supporting them in the onboarding process up until they begin the programme
- Support the screening and assessing processes and collaborate with the selection team on the design of materials and implementation
- Employ diversity & inclusion practices when working internally and externally with stakeholders

Person specification

- Strong belief and enthusiasm for the Unlocked Graduates mission.
- Knowledge and understanding of the graduate recruitment cycle and the processes it involves
- Experience of working with a range of different people
- Experience of working within a university, recruitment or careers setting or directly with students or career changers
- Experience of delivery to targets
- Project management experience of delivering projects with a clear goal
- Understanding of how to reach out and attract a diverse pool of applicants
- Experience in the use of candidate management systems (desirable)
- Understanding of the role of a prison officer

Characteristics & Skills

- Exceptional interpersonal skills, with the ability to build strong relationships internally and externally
- Excellent written and verbal skills
- Strong collaboration and team-working skills with an ability to work well in a small team
- Sound analytical skills with the ability to make critical judgements and take decisions
- Strong public speaking and presentation skills for both impactful in-person and online events, as well as the ability to tailor events to different audiences
- Capacity to use your initiative to overcome obstacles
- Positive and pro-active attitude
- Commitment to the goals and values of Unlocked
- Ability to work independently, with conflicting demands, in a high-pressured environment
- Flexible, highly organised and able to prioritise work to meet deadlines
- A team player, who is willing to deliver practically on the ground and be hands-on
- Regularly evaluates own performance to build on strengths and identify areas to improve

Other requirements

- DBS check (upon awarding conditional offers as part of a risk assessment; we welcome applications from people with convictions)
- Right to work in the UK
- You will need to be committed to travelling to other regions and UK universities throughout the recruitment season. This may involve occasional evening events and weekend work.

To make an application

Apply online at <https://app.beapplied.com/apply/zmuya0mzku>

Applications close at 9am on Monday 5th July.

First round interviews week commencing 5th/12th July. Please let us know if you will have any limits on your availability during this time. Interviews are most likely to take place online via Zoom.

If you would like to speak to someone informally about the role, please contact hello@unlockedgrads.org.uk