

Job Description

Role Title:	Head of Admissions
Dept:	Directorate of Marketing, Student Recruitment and Admissions
Directorate:	
Reference:	MPF1509
Grade:	Grade 9
Full or Part time:	Full time
Hours:	1.0 FTE / 36.25
Reports to:	Director of Marketing, Student Recruitment and Admissions
Responsible for:	Team

Overview

The Directorate of Marketing, Student Recruitment and Admissions Services is a new directorate, creating a strong and cohesive structure that brings together colleagues in admissions, applicant experience and enquiries, UK student recruitment, widening participation and marketing and digital creation, to ensure an excellent applicant experience and to support and deliver the University's brand and reputation strategies.

In an era of increasing competition, it's paramount that the University's admissions function remains highly responsive to the needs of its internal and external customers and that it supports the objectives defined in the University Strategy.

The Admissions Team receives and processes over 60,000 applications each year across a full range of undergraduate, postgraduate taught, postgraduate research, and degree apprenticeship programmes. The admissions process spans managing enquiries and applications through to registration.

The team are committed to fairness and transparency in the admissions decisions that are made, and ensuring that a first-rate experience is offered to all our applicants and stakeholders.

The University has a strong track record in widening participation, and ambitious targets for international growth; we are committed to the identification and nurturing of talent in sometimes hidden or unexpected areas; our proposition is grounded in rigorous research and real-life learning, in pursuit of tangible outcomes.

This post is located within the Admissions team but there may be opportunities for cross-working with other teams within the University.

Role Purpose

The purpose of the role is to provide professional leadership for the University in matters relating to the admission of undergraduate and postgraduate students, ensuring that the University's admissions strategy and processes support the aims in the University Strategy, particularly relating to the growth, shape and nature of the student body.

This post is key in providing leadership and guidance to the Admissions team and will play a leading role in ensuring that the appropriate levels of resource, structures and systems are in place to deliver the University's ambitious aims, whilst also preparing the team for future opportunities.

Admissions is an innovative working environment constantly seeking to review and improve its practices to ensure operational efficiency and quality of service to our applicants and stakeholders. The post holder will work closely with the Director to ensure that a smooth administrative journey from initial application through to registration is delivered.

A key part of this role is to drive real change and innovation in an increasingly important area for the University. This involves collaborating with senior leaders, the academic community, students and professional service directorates.

The Head of Admissions will work closely with colleagues across Marketing, Recruitment and External relations, Student Administration, and in the Faculties to facilitate the achievement of recruitment targets. The team is responsible for the constant refinement and improvement of business processes and supporting systems to ensure the most effective admission of new students (including various data entry and other interactions with the University's student systems) and the best possible applicant experience.

As a senior member of the Marketing, Student Recruitment and Admissions Directorate, the post-holder will have a key role in contributing to the development of the Directorate strategy which supports the wider University Strategy.

Principal Duties & Responsibilities

Strategy

- Responsible for the long-term strategic direction of the Admissions service, ensuring alignment with the University strategy and wider recruitment strategies and objectives
- Proactively assess national and global trends, developments and changes in legislation and policy that affect Admissions, making recommendations for change to the Director as appropriate, and ensuring subsequent implementation
- Working closely with the other members of the Marketing, Recruitment, and Academic Registry management teams and Directors of Admissions in academic areas you will contribute to target setting, ensure that applicant conversion is maximised, and that student recruitment targets are achieved
- Play a key strategic and operational role in the delivery of Confirmation and Clearing across the University each year, and providing robust qualitative and quantitative data/insights to the University Leadership Team and others, to drive strategic decision-making
- Own business continuity plans for the Admissions service, and business critical events such as Confirmation and Clearing

Admissions and customer service

- Lead, manage and direct the Admissions service ensuring the delivery of a high-quality service with a customer focussed ethos, robust and efficient processes, quality data collection, and accurate management information
- Provide leadership and be a trusted source of knowledge across the University for admissions, especially in relation to escalated and complex applicant cases, and the management of applicant complaints paying particular regard to institutional risk and/or setting of precedents
- To be the UCAS contact for the University, representing the University at external meetings and practitioners groups related to admissions processes and procedures. To take a leading role in reporting to University management, developments at UCAS and from across the sector which will require changes to the university's systems and processes, and to advise on the implementation of such changes
- Work with market insight, faculty and recruitment colleagues on developing appropriate entry requirements and offer schemes for individual courses, responsive to recruitment objectives, previous applicant behaviour, entry qualifications, analysis of external competition and best practice

Continuous improvement

- Champion the ethos of 'continuous improvement' across the service, by empowering team members to take responsibility for process reviews and make recommendations for change
- Leading and managing a programme of ongoing systems and process enhancements by creating a development roadmap that drives efficiencies and effectiveness and enhanced service levels
- To work closely with technical teams across the University and promote the admissions agenda in order to inform the development of the University's technical strategies

Monitoring and reporting

- To provide timely, accurate and accessible management information to senior managers and relevant stakeholders giving early insight into challenges and opportunities related to admissions including, for example, turnaround times, trends and forecasting

- Responsible for ensuring that admissions data is of a high quality in order to aid such downstream processes as registration and subsequent statutory returns, and take action where necessary to improve data quality
- Implement appropriate planning and monitoring procedures to manage risk in the admissions process

Policy and compliance

- Responsible for the development of admissions policies and procedures for the University based on best practice and reflecting a commitment to fair admissions as prescribed by the Universities UK Fair Admissions Code of Practice
- Maintain an awareness of and take a lead role in implementing the requirements of legislative obligations for example: Consumer Markets Authority (CMA), Disclosure and Barring Service (DBS), Education and Skills Funding Agency (ESFA), UK Council for International Student Affairs (UKCISA), and UKVI student immigration routes

Stakeholder engagement

- Raise the profile of admissions across the University through a variety of channels to ensure all University stakeholders are kept up to date with admissions policy, processes, and the sharing of good practice
- Maintain positive working relationships with stakeholders across the University, taking a proactive approach and regularly engaging as appropriate to foster a culture of collaboration and understanding across the teams

Leadership and management

- By demonstrating strong leadership behaviours, foster a positive, confident and enthusiastic working environment with good staff morale, motivation and a versatile approach to working
- Commensurate with line management duties, be involved in all aspects of staff recruitment, induction, ongoing training and support, and performance development reviews
- To manage a budget ensuring that all activities are delivered within the allocated resources and to provide regular updates to the Director as to the spend and predicted outturn
- To participate and contribute to the strategic planning, direction and development of the Marketing, Student Recruitment and Admissions Directorate as a member of the Leadership Team
- Represent on behalf of the directorate on projects and committees as required which may be indirectly related to the admissions agenda
- Deputise for the Director of Marketing, Student Recruitment and Admissions on Admission related work during periods of absence

Occasional other duties:

- Attendance at meetings and events (e.g. Open Days, etc) relevant to the work of the Admissions team
- Assisting Professional services and academic colleagues where required (e.g. Registration)
- To participate in a planned programme of professional development in order to maintain growth in professional skills and knowledge

Generic Duties

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail 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.

Person specification follows on next page

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D)

Qualifications

1. A good honours degree (or equivalent) or substantial equivalent experience. (E)
2. Evidence of continual professional development. (E)
3. A postgraduate or professional qualification (e.g. in leadership, management, project management, etc.) (D)

Background and Experience

4. Significant experience of working within UK university admissions and delivering high quality customer service standards (E)
5. Substantial experience of developing strategy and policy in relation to student admissions in an HE context (E)
6. Significant experience of successfully leading and motivating large teams in a complex institution and of the effective distribution and flexible use of staff resource (E)
7. Experience of leading transformational change involving business process, innovation and organisational change whilst fostering a culture of change resilience (E)
8. Experiencing of positively influencing cross-functional teams and colleagues who may have divergent view points (E)
9. Experience of monitoring, interpreting, and analysing large volumes of complex statistical information, drawing evidenced based conclusions, and producing related reports (E)
10. Experience of financial planning and managing budgets (D)
11. Experience of using a Student Record System (preferably Banner), and a Customer Relationship Management (CRM) system to deliver a high quality service in a customer-focused environment (D)

Knowledge

12. A detailed understanding of UK and International Admissions and the sector and political context, particularly in terms of best practice and the link between admissions and student recruitment (E)

13. A thorough knowledge and understanding of the principles involved in customer service provision, office management, administrative systems and functions within a large, complex organisation (E)
14. Understanding of legislative requirements impacting admission to HE (e.g. Consumer Protection Law, equal opportunities, the General Data Protection Regulation (GDPR), the Freedom of Information Act, criminal convictions, tuition fee assessment, and UKVI immigration compliance, etc.) (E)

Skills and Competencies

15. The ability to inspire confidence and negotiate at a senior level(E)
16. The ability to build a culture of continuous improvement and change resilience (E)
17. Ability to make decisions (sometimes difficult ones), set priorities, meet strict deadlines, and react promptly to changing needs in a demanding work environment (E)
18. High level of attention to detail and a commitment to data quality (E)
19. Strong problem-solving skills and a willingness to challenge conventional methods, and react to changing requirements in a timely and considered manner (E)
20. Ability to demonstrate a high degree of integrity, deal with confidential matters, and act with discretion (E)