

## JOB DESCRIPTION

**Job Title:** Head of Admissions Digital Transformation (ADT)

**Grade:** SG9

**Department:** Outreach, Recruitment and Admissions (ORA)

**Responsible to:** Associate Director - Student Recruitment & Admissions

**Responsible for:** Admissions Digital Transformation Testing and Training Manager.

Project specific will be responsible for managing additional resources related to the Admissions Digital Transformation.

**Standard Occupational Classification (SoC code):**

**Non-Contractual Nature of Role Profile:** This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

### PURPOSE OF ROLE

The is a senior position in the Marketing and External Relations Directorate to provide effective leadership and management of the Admissions Digital Transformation Project. The role will lead and support the development, implementation, and enhancement of all aspects of the University's new admissions systems, including delivery of all required features, realisation of all benefits, and ensuring the system's compliance and functionality with all external and internal admissions systems and regulations. This role will ensure changes to process and systems are communicated clearly, understood, accepted and implemented, and that support is in place across the organisation to allow changes to be embedded successfully as part of business as usual.

This role requires subject matter expert knowledge, and will be required to build and maintain effective working relationships with senior stakeholders across the organisation including, Marketing and External Relations (MER), Faculties (both academic and professional services), Student and Academic Services (SAS) and ILS, and externally with the software providers.

### KEY ACCOUNTABILITIES

#### Team Specific:

- Lead on the development and execution of ADT project ensuring the new system's compliance with internal and external systems (such as UCAS and DFE Apply), policies (such as UoG's Admissions Policy or the

UCAS Terms of Service), and business requirements (such as maximising applicant conversion).

- Work closely with key stakeholders in Faculties and Directorates to oversee and coordinate a harmonised and effective admissions system and process that is applicant focused, inclusive, and supports recruitment targets
- To ensure that the new system, processes, and communications are optimised, tailored to individual audiences, and aligned to achieving targets set out in the universities recruitment strategies and admissions policy.
- Design and deliver a smooth and seamless change process that maintains business operations and supports staff, delivers key deliverables on time and realises benefits, reporting on progress.
- Working either with the project managers or leaders responsible for IT changes, agree the transition plans with the 'business' and support the 'business' in the move of ownership and business as usual state following the change
- Ensure all measures are in place and that stakeholders across the organisation are ready to accept change as part of BAU, documenting these measures and sign-off in a Business Readiness Assessment
- Ensure all changes are communicated and understood to key stakeholders across the organisation, creating and managing all communication and stakeholder plans.
- Work with the Business Analyst and Technical ADT Project Manager, to ensure a coherent plan is put together for UAT, and the appropriate Subject Matter Experts (SME) are involved in UAT and signoff.
- Design and deliver an effective training plan based on a Learner Needs Assessment of all affected areas.
- Create and manage a Business Continuity Plan to ensure Business as usual (BAU) can continue should any issues arise, which may affect successful delivery.
- Lead the agreement and documenting of standard operating procedures ensuring the SOPs are understood and are signed off by senior stakeholders.
- Overall responsibility for the effective performance and team management of the Admissions Digital Transformation Project team.
- To act as the institutional correspondent with Enrolly (the third-party software provider of the new system)
- To assist more widely, as required, in the leadership of Directorate and University strategies and activities to improve and deliver student recruitment and admissions

- To participate in Open Days and other university events as required, including supervising staff.

**Generic:**

- Achieve operational objectives by contributing information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing change to customer-service standards; resolving problems; identifying trends.
- Meet any financial objectives by forecasting requirements; managing budgets; scheduling expenditures; analysing variances; initiating corrective actions.
- Promote and enhance the department and organisation reputation.
- Pursue relationships with colleagues outside the University in the areas of change management and higher education.
- Represent the Directorate on various working groups and committees, both internally or externally, as and when required.
- To support and provide cover for colleagues within the Directorate of Marketing and External Relations, and the Student Recruitment, International and Admissions teams.

**Managing Self:**

- Develop and exhibit excellent organisational, planning and time management skills.
- Display logical thinking with creative problem-solving ability.
- Provide attention to detail.
- Good communication and negotiation skills.
- Have an ability to work well with others and lead a team.
- Demonstrate good IT skills and willingness to develop them further.

**Core Requirements:**

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security;
- Ensure compliance with Health & Safety and Data Protection Legislation;
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

**Additional Requirements:**

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that the directorate and the ADT delivers the required level of service.

**KEY PERFORMANCE INDICATORS:**

- To produce high quality work delivered to the agreed timescales.
- Delivery of required features
- Minimal service level disruption
- Realisation of ADT projects identified benefits
- System compliance and functionality with all external and internal admissions systems and regulations

**KEY RELATIONSHIPS (Internal & External):**

- University senior management and key University Groups and Committees as required.
- University staff within Faculties and Directorates
- Partner, Network and Collaborative Centre staff
- Colleagues across the sector in related fields
- Relevant sector networks such as UCAS
- Suppliers of services and goods

## **PERSON SPECIFICATION**

### **EXPERIENCE:**

#### **Essential Criteria**

- Expert knowledge and understanding of the UK HE and FE sector and relevant policy frameworks for admissions and visa sponsorship.
- A high degree of stakeholder management and business process change.
- Communicated formally and informally with colleagues at all levels.
- Managed and lead several projects or initiatives which have required change and elements of project planning.
- Experience of making decisions, where these may have an impact on the organisation.
- Experience of using digital information systems and technology to improve recruitment processes.

#### **Desirable Criteria**

- Substantial experience of IT Change Management projects.
- Experience performing business analysis.

### **SKILLS:**

#### **Essential Criteria**

- Ability to build good relationships at all levels across stakeholder groups to enable smooth delivery of change.
- Strong leadership, as will need the ability to direct resources that are more senior than this position to enable 'change'.
- Effective organisation and interpersonal skills, including exceptional communication and presentation skills.
- Ability to gather facts as inputs to analyse situations that lead to making sound decisions.
- Ability to identify and anticipate risks.

#### **Desirable Criteria**

- Expert in change management techniques.

### **QUALIFICATIONS:**

#### **Essential Criteria**

- Educated to degree level or holds a professional qualification.

**Desirable Criteria**

- Change Management Accreditation (e.g.PROSCI).
- Project Management Accreditation.

**PERSONAL ATTRIBUTES:****Essential Criteria**

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful.

**Desirable Criteria**

- N/A