

JOB DESCRIPTION

Job Title: Deputy Head of Admissions Services

Grade: SG8

Department: Outreach, Recruitment and Admissions

Responsible to: Head of Admissions

Responsible for: Admissions Operations Manager

Key Contacts: Admissions Supervisors, and colleagues across communications and Recruitment, Student and Academic Services (SAS), Planning and Statistics (PAS), Information and Library Services (ILS), and academic and professional services staff in faculties

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 post holder will balance ownership of admissions services workstream (duties and responsibilities relating to prospect and application communications, enquiry management, CMA, Clearing and course listings) across the whole team, with the additional responsibilities of deputising for the Head of Admissions, and supporting the Deputy Heads of UK and International Admissions.

Leading on the admissions service across all applicant groups and the development of admissions IT systems, the primary focus of the post is the admissions service to ensure a positive high-quality enquiry and applicant journey within service level agreements, and in accordance with internal and external policies and guidance.

Working closely with colleagues across the university, the Deputy Head of Admissions Services will liaise with academic departments and professional services staff, to ensure delivery of an excellent prospect and applicant service and that internal stakeholder needs are met. The post holder will take full responsibility for the day-to-day work of their team, briefing the Admissions Operations Manager and providing leadership to the team, and for the day-to-day work of their workstream across the whole Admissions team, ensuring resources are always utilised to their full capacity to achieve set targets.

KEY ACCOUNTABILITIES

- Represent the Head of Admissions as and when necessary, both internally and externally.
- Support the Head of Admissions in managing and co-ordinating the work of the Admissions team throughout the annual admissions cycle.
- Take on senior projects and responsibilities as delegated by the Head of Admissions that may include but are not limited to;
 - Team management, structure, and budgeting.
 - Systems development and statistical insight.
 - Stakeholder management.
 - Team KPIs.
 - Associated admissions policies and protocols.
 - Improving conversion.
 - Improving service delivery.
 - Audit and compliance.

Team Specific:

- Lead the planning, prioritising and organisation of the admission team and admissions activities to ensure service level agreements are met for the admissions service workstream (duties and responsibilities relating to prospect and application communications, enquiry management, CMA, Clearing and course listings) across all applicant groups and in accordance with internal and external policies and guidance (e.g. University's Admissions Policy or UCAS Terms of Service), ensuring resources are utilised to their full capacity at all times to achieve set targets.
- Support the Deputy Heads of UK and International Admissions with the planning, prioritising and organisation of the admission team and admissions activities to ensure service level agreements are met for the operations workstream (duties and responsibilities relating to application decision making and processing) across the whole team, and all applicant groups, in accordance with internal and external policies and guidance (e.g. University's Admissions Policy or UCAS Terms of Service), ensuring resources are utilised to their full capacity at all times to achieve set targets.
- Lead on the management and development of admissions services IT systems (including the Enquiry Management Channels, UCAS, DFE Apply and CRM system) to ensure the usefulness or appropriateness and quality of service.
- Be a team leader overseeing (via the Operations Manager) the completion of admissions tasks or projects by organising and delegating work fairly and setting performance standards and establish monitoring procedures to keep track of progress across these different aspects of work which include, but are not limited to, confirmation, fee assessment, and the governance and administration of admissions entry criteria.

- Develop the team through ongoing coaching, 1-2-1s and annual appraisals, providing guidance and advice to others, development, and instruction of others, and identifying training and development needs.
- Regularly receive, understand and convey admissions information and data that needs careful explanation or interpretation to help others understand (e.g. monitor and report on application processing against service level agreements)
- Liaise and network across the Directorate, other Directorates, and the Faculties to maintain effective communication channels passing on admissions information to assist in the development of a coherent, harmonised and effective admissions and recruitment service (for example to provide advice or information to Faculties that will influence the setting of entry requirements).
- Ensure a thorough knowledge of the university course portfolio offered and ensure this knowledge is transferred to the team as required via delivery of relevant training.
- Represent the Directorate on various working groups and committees as and when required.
- To monitor internal and external developments relating to technological, administrative, and legislative changes to advise the Head of Admissions on how any developments affect institutional practice and help determine the actions needed.
- To assist the Head of Admissions in the development of appropriate strategies to improve recruitment and admissions to support the University's objective of:
 - meeting recruitment targets
 - improving entry levels
 - broadening our reach to widening access students

Generic:

- Act as a leader and demonstrate the University's shared values (Inclusive, Collaborative, Impactful) every day.
- Must have effective communication skills both verbal and written to ensure that effective partnerships are forged and maintained using appropriate communication which is understood by all parties.
- Must be a senior ambassador for the University Brand.
- Must be competent and comfortable when explaining to customers/stakeholders why a particular approach has been used which is evidence based and easily understood.
- Must have appropriate administrative management skills gained through practical application and experience.
- Must be able to challenge and resolve issues as they arise.

Managing Self:

- Actively seeking awareness of own world view, positive attitudes towards cultural differences, and knowledge of different cultural

practices to inform cross-cultural working, communication and problem solving. (I.e., cultural competence)

- Always maintain a professional approach through the application of effective leadership and management skills.
- Manage work effectively and deliver under pressure.
- Working with other staff effectively to maximise their performance.
- Lead regular and timely team meetings to ensure that the team delivers against strategic objectives set by the Director of Communications and Recruitment.
- Working with other staff effectively to help maximise their performance by working as one team.
- Ensure the Head of Admissions and Student Recruitment is updated regularly as agreed on progress against task.

Core Requirements:

- Commitment to key strategic priorities of the Directorate and the University.
- To be an expert for admissions and to instil confidence across senior management with relevant knowledge and professional judgement.
- To have commensurate suitable personal skills of integrity, diplomacy, presence, and commitment.
- To have an excellent record of cultural understanding and competence.
- To be a significant ambassador for the university at any events or activities the role holder is required to attend.
- To be commercially astute: Finding the right balance between sales and student experience and outcomes.
- To possess outstanding communication and presentational skills.
- 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.

A willingness to work hours outside of those contracted at certain times of the year including occasions weekend and evening work, for example open days, clearing, registration etc.

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 of Marketing and External Relations delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Delivery of admissions service level agreements to all applicant groups.
- Improved recruitment at higher entry levels.
- Delivery of the university's recruitment targets.
- Compliance policies, both internal (e.g., admissions policy) and external (e.g., ucas terms of service).

KEY RELATIONSHIPS (Internal & External):

- Executive Director of Marketing and External Relations
- Associate Director of Student Recruitment and Admissions
- Head of Admissions, Head of International Student Recruitment and Head of UK Student Recruitment
- Other Managers in the Marketing and External Relations Directorate
- Faculty recruitment and admissions representatives
- Colleagues in ILS Programme Management Office (PMO)
- Colleagues within other Directorates of Professional Services

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Demonstrable experience of working in Higher Education in an admissions focused role with a detailed knowledge of UCAS and principles and processes of admissions system
- Experience of benchmarking admissions approaches against competitors and creating processing manuals and handbooks.
- Experience of managing and developing others.
- Proven track record in delivering to targets and deadlines using management information to monitor progress against these.
- Experience of planning and prioritising work to meet demanding deadlines.
- Experience of using digital information systems and technology to improve student recruitment and admissions processes.
- An understanding of student databases/CRM Solutions and the flow of information across.

Desirable Criteria

- Experience of QAA, UKVI and OfS audits.
- Experience of dealing with more complex admissions protocols (fees assessments, complaints, appeals etc).
- Student recruitment, widening participation or marketing experience.
- Experience of using different CRM and admissions platforms (UoG currently uses Microsoft Dynamics, Banner and Ellucian).

SKILLS:

Essential Criteria

- Using cultural competence to inform cross-cultural working, communication, problem solving and decision making.

- Lead, manage and develop individuals and team.
- Strong IT, administrative and data management skills.
- Excellent organisational skills.
- Good project management skills to plan and organise resources appropriately.
- Workshop facilitation.
- Ability to work accurately and effectively under pressure.
- Excellent interpersonal, networking and negotiating skills.
- Creative, proactive and at ease being empowered.

Desirable Criteria

- Proficient in producing management information in a variety of formats (e.g reports and dashboards to monitor performance).

QUALIFICATIONS:**Essential Criteria**

- Educated to graduate level or equivalent or have a significant level of experience in a similar role.

Desirable Criteria

- N/A

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