

**ROLE DESCRIPTION AND PERSON SPECIFICATION
PROFESSIONAL AND ADMINISTRATIVE STAFF**

Role Title: Head of Admissions

Service: Student Recruitment & Success: Admissions Team

Pay Band: E

Reports to: Chief Operating Officer

Purpose of Role:

The Head of Admissions has responsibility, under the guidance of the Chief Operating Officer, for the strategic direction and management of all matters relating to student admissions for the University. As the process owner for admissions, the post-holder will be responsible, in consultation with stakeholders, for determining all business processes, procedures and policies in relation to admissions management, and for overseeing their implementation across the University. You will also be responsible, in collaboration with the Head of Planning for the provision of admissions related Management Information and the monitoring of UK, EU and International recruitment against targets.

Role Responsibilities:

- To shape, implement and operationalise Ravensbourne University London's admissions strategy and lead and manage the team responsible for the admissions function.
- To lead and manage an efficient and effective Admissions process from initial application to confirmation in the student record system, working closely with the Recruitment and Marketing teams to achieve recruitment targets and a cohesive and positive applicant experience.
- To take strategic management responsibility for student admissions in relation to all applications across the University.
- To undertake the role of Admissions Process Owner and to continually review the University's business processes for Admissions Management.
- To determine, following consultation with stakeholders, all business processes, procedures and policies relating to the selection and admission of students, and to ensure that such processes are robust, seamless, harmonised, incorporate sector best-practice, and meet the University's internal and external data requirements.

- To ensure that all such processes, policies and procedures are documented, and are communicated effectively to the Admissions Team, Student Recruitment & Engagement Team and all other University staff as required.
- To work collaboratively with all admission practitioners to ensure that process, procedure and policy is widely understood and is embedded throughout the institution. This may involve the establishment and leadership of groups or committees, and the co-ordination of training on the student records and CRM systems.
- To monitor compliance with processes, policies and procedures across the University through the admissions process including UKV&I.
- To establish service level standards for the Admissions Office and to ensure that these standards are observed and that the Admissions team delivers its responsibilities in accordance with the established procedures and policies.
- To work collaboratively within the Student Recruitment & Engagement Team to ensure that best practice in recruitment and selection is adopted and embedded across the University, and that processes around recruitment and admissions are sufficiently integrated and seamless.
- To work collaboratively with the Head of Registry on the development and maintenance of the University's Applicant Portal, the student record system and CRM in its underpinning of the admissions process.
- To be responsible for providing reports and papers which help to inform the University's Admissions Strategy and influence the University's Student Recruitment Strategies and to provide professional advice on all admissions related matters.
- To have oversight of the annual Confirmation, Clearing and Adjustment activities.
- To undertake market research activity when required on behalf of the department in relation to admissions processes.
- To be responsible for determining, with due consideration to legislation and judicial precedent, the tuition fee classification of applicants and students.
- To assess, develop and oversee guidance and training, together with the appropriate procedural and operational documentation, for new and existing Admissions staff, ensuring that all materials are current, consistent, accurate, user-friendly and in line with the official practices and procedures of the department.
- To liaise with the Head of Registry to ensure the accuracy and integrity of applications data held on the student records system, in line with internal and external requirements.
- To support the Head of Registry with the management and co-ordination of enrolment processes for the University.
- To represent the University at UCAS, Guild HE, UKV&I British Council, BUILA, ARC Admissions Practitioners Group and other groups and networks as required and to attend the annual UCAS AOC conference.

- Manage the team's annual recruitment budget and ensure that all recruitment activities and projects are appropriately planned and delivered to stay within defined budgets and value for money is achieved.
- To act as an ambassador during Open Days and Marketing & Student Recruitment events on behalf of the University, both within the UK and Overseas when required.

Other

- Demonstrate understanding of Ravensbourne's values, culture and educational ethos and promote these through everyday practice in the role.
- Work within Ravensbourne's Code of Conduct and other Rules
- Comply with all legislative, regulatory and policy requirements (e.g. Finance, HR) as appropriate
- Carry out the policies, procedures and practices of Health & Safety in all aspects of the role
- Demonstrate value and importance of equality and diversity in every aspect of Ravensbourne's work, and show commitment through everyday practice in the role
- Work in accordance with, and promote Ravensbourne's environmental sustainability policy and practices
- Works continuously to improve individual knowledge, skills and behaviours for the current role and for the longer-term, gaining appropriate professional qualifications/accreditation and maintaining membership of appropriate professional bodies as appropriate
- Make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness
- Perform such other duties consistent with the role as may from time to time be assigned, collaborating fully with others to get the work done and Ravensbourne's objectives achieved

Key working relationships:

- COO
- Executive Team
- Head of Communications & Content
- Head of Student Recruitment Marketing
- Academic Heads

Resources Managed

Budgets:

- Admissions Team

Staff:

- Admissions Team

Person Specification (Knowledge, Skills and Behaviours)

	Essential	Desirable
<p><u>Core Personal Skills</u></p> <p>Minimum Qualification Required: Educated to degree or equivalent qualification at Higher Education level in a related discipline consummate with the nature of the role.</p>	✓	
<p>Business / Management Qualification ILM or relevant business management qualification</p>		✓
<p>Professional Memberships: Qualification from a professional associations, chartered bodies or relevant subject associations, preferably with professional membership</p>		✓
<p>Customer focus and service Understands the relationship between provider and customer, and the expectations of the recipient of a service. Is able to identify all such relationships in which they are involved, and with an attitude of mind that places the needs of the customer first, provides a service that fully satisfies them.</p>	✓	
<p>Enterprise and support for Income generation Understands the critical importance of income generation, in particular from student recruitment, and is alert to the opportunities for increasing income from existing or new sources, taking action as necessary.</p>	✓	
<p>Team working Works collaboratively and harmoniously within the team and more widely with all significant others to get the job done, to the satisfaction of all those involved.</p>	✓	
<p>Communicating and relating to others Communicates clearly orally and in writing, and in relating to others builds and maintains effective relationships openly and honestly, using every medium appropriately and with consideration for the audience, so that the messages (both ways) are understood and able to be acted upon.</p>	✓	

	Essential	Desirable
<p>Organising work</p> <p>Organises work for optimum effectiveness, using all the resources, tools and methods available, so that the objectives of the role, team and organisation are met.</p>	✓	
<p>Using IT</p> <p>Makes optimum use of appropriate digital technology and IT systems in all aspects of the role, particularly the ability to operate in a Virtual Learning Environment</p>	✓	
<p>Problem solving and decision making</p> <p>Anticipates problems or issues and deals with them creatively and constructively, reaching a rational decision for dealing with the problem or issue; one that is capable of practical implementation</p>	✓	
<p>Future focussed and change-ready</p> <p>Understands their current position in the broader environmental context and is receptive to, and open minded about, change, enabling them to respond positively and creatively to changing circumstances and requirements.</p>	✓	
<p>Numeracy and Statistics</p> <p>Understands, uses and presents numerical information clearly and accurately, according to the requirements of the task in hand.</p>	✓	
<p>Core Leadership and Management Skills</p> <p>Management and continuous improvement of operational delivery</p> <p>Leads and manages the operational delivery of a course or service, ensuring that standards are met and delivery continuously improved, to the satisfaction of those who pay for and/or receive the service</p>	✓	
<p>Strategic and Business planning and implementation</p> <p>Leads and manages the identification, articulation and implementation of strategic and/or business plans</p>	✓	

	Essential	Desirable
<p>Team leadership and Management</p> <p>Leading and managing team(s) successfully towards specific agreed outcomes in ways that engage, motivate and develop team members</p>	✓	
<p>Project Management</p> <p>Leads a Project throughout its life cycle, using the methodology to ensure the Project achieves its agreed purposes.</p>	✓	
<p>Resource Management</p> <p>Ensures that the resources required are available at the right time and in the right place, and appropriately monitored, so that the work can be done effectively and efficiently</p>	✓	
<p>Staff Management</p> <p>Ensures that all staff managed are properly, deployed and developed in their role, and are enabled to make their contribution to the achievement of short and medium term objectives and longer-term organisational success</p>	✓	

	Essential	Desirable
<p><u>Professional Experience</u></p> <p>Significant experience of Student Admissions at a managerial level in an HE/FE context.</p> <p>Experience of establishing, implementing and monitoring business processes, procedures or policies.</p> <p>Knowledge of computerised systems and software for maintaining student records.</p> <p>Proven leadership and significant staff management experience.</p> <p>Experience and understanding of the Higher and Further Education environments.</p> <p>Experience of building and maintaining effective working relationships.</p> <p>Proven experience of leading and managing change, both in a business and process context.</p> <p>Experience of using the SITS:eVision student record system for admissions management. ✓</p> <p>Experience of UKV&I Tier 4 regulations and compliance.</p> <p>Experience of collaborative working, especially with respect to leadership of working groups and/or committees.</p> <p>Demonstrate a high level of understanding of financial management, systems and processes</p> <p>Evidence of strategic planning and development from which objective setting and targets / KPI's have been generated</p> <p>Experience of delivering an excellent customer service environment</p> <p>Experience of Project Management.</p> <p>Experience of building up appropriate contacts and connections in HE and FE.</p> <p>Demonstrate an innovative and collaborative approach to solving problems often under pressure</p>		

	Essential	Desirable
<p><u>Professional and Administrative knowledge and know-how</u></p> <p>Service Knowledge and its application</p> <p>Maintains, develops and applies comprehensive knowledge of all aspects of the service in ways that are proportional to Ravensbourne’s nature, scale and complexity, and keeps that knowledge and its application up to date and relevant</p>	✓	
<p>Professional context</p> <p>Develops and maintains an understanding of how developments in the professional, legal, regulatory and educational contexts impact upon own role specifically, and Ravensbourne more generally</p>	✓	
<p><u>Professional and Administrative service delivery, systems and processes</u></p> <p>Delivering the service</p> <p>Delivers the service, or that part of it as specified in the role description, to the standards required, and contributes to its continuous improvement</p>	✓	