

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

Role Title: Admissions Manager

Service: Student Recruitment & Success: Admissions Team

Pay Band: D

Reports to: Head of Admissions

Purpose of Role:

The Admissions team, in close collaboration with the Marketing and Student Recruitment teams, provides a vital service to support the University in meeting its recruitment targets across all FE, UG and PGT courses. With increasing competition to convert students, it is crucial that the team deliver an efficient, fair, proactive and customer focused service both to applicants and internal stakeholders.

The Admissions Manager will support the Head of Admissions in the development of admissions process, procedure and policy, and has responsibility for the operational delivery of the work of the Admissions team.

Role Responsibilities:

- To provide management support to the Head of Admissions around admissions business process, and in the development and documentation of agreed processes, procedures and policies.
- To act as the deputy to the Head of Admissions when required.
- To take operational management responsibility for student admissions in relation to all applications across the University (FE, UG & PGT & PGR), including the provision of training to admissions practitioners.
- To act as line manager to the Admissions Officers.
- To ensure all admissions processes, policies and procedures are being followed throughout the University within agreed Service Level Agreements.
- To keep up to date with developments in relation to UK, EU and International qualifications, and maintain the University's offer library to ensure that it meets national and institutional qualification requirements.
- To have responsibility for the liaison with Programme Directors and Deputy Deans to resolve the legitimacy of rejects, alternative course offers and APEL

decisions.

- To regularly generate reports and analysis to inform the progression and development of the admissions team, and to provide ad-hoc statistical analysis when requested from the Head of Admissions or other stakeholders.
- To work closely with the Student Recruitment & Engagement team to ensure a seamless student journey from application to enrolment.
- To develop, manage, monitor and report on applicant communications using the SITS student record system and the CRM system.
- When necessary, act as the University's UCAS correspondent, including:
 - overseeing the electronic transfer of data between the University and UCAS
 - co-ordinating UCAS clearing vacancy information with UCAS
 - ensuring internal procedures comply with UCAS regulations
 - requesting and allocating new UCAS course codes or updates to changes in course titles
 - acting as system administrator for the UCAS systems ensuring access rights and levels of security are maintained for users of this facility across the University
 - ensuring that entry requirement information in the UCAS system is kept up-to-date to ensure that UCAS publications, including Entry Profiles are accurate.
- Liaise with colleagues in the Marketing, Communications & Content team to ensure non-entry requirement UCAS Entry Profile information is accurate and reviewed annually.
- To be responsible for monitoring application statistics to ensure that they match application data held in the SITS student record system.
- Be responsible for fee status assessment and ensure that the Admissions Team are kept informed on changes to fee status classification and UKVI requirements
- To ensure that the knowledge on immigration requirements are kept up to date across the team.
- To ensure that the Admissions Team are kept informed on changes to University and national admissions policies to ensure accurate assessment of entry criteria, including English Language requirements.
- To oversee the operational procedure and process for applications received via the University's Internal Progression Schemes across the University.
- To act as the main point of contact for the application process with key stakeholders both internally and externally, particularly with feeder schools and colleges with external progression agreements in place (in collaboration with the Partnerships & Engagement Manager who has responsibility for maintaining feeder school relationships).
- In addition, the Admissions Manager will be responsible for maintaining successful operational relationships between Academic Staff, Registry, Student Services and Finance.

- To keep abreast of national (and international) developments in admissions practice and policy.
- To act as an ambassador during Open Days and external Marketing & Student Recruitment events on behalf of the university, both within the UK and overseas when required.
- To manage the day to day delivery of the Admissions process, developing a culture of excellent customer service.
- To develop and monitor agreed customer service standards. (e.g. turnaround times, customer journey, application workflows etc.)
- To support the process for developing and agreeing entry criteria, offer-making strategies and communication plans.
- To maintain an extensive and up to date understanding of UKVI legislation, working in close collaboration with staff across the institution to ensure that processes and procedures are compliant and thereby safeguarding RUL's Highly Trusted Status.
- To deal with non-standard and complex queries referred by the team.
- To collect and analyse user feedback to ensure the delivery of high-quality services and an environment of continuous improvement.
- 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:

- Head of Marketing, Communications & Content
- Head of Student Recruitment & Engagement
- Programme Directors
- Course Leaders

Resources Managed

Budgets:

- N/A

Staff:

- Admissions Officers

Person Specification (Knowledge, Skills and Behaviours)

	Essential	Desirable
Core Personal Skills		
<p>Minimum Qualification Required: Educated to degree or equivalent qualification at Higher Education level in a related discipline commensurate with the nature of the role.</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 and meet deadlines, using all the resources, tools and methods available, so that the objectives of the role, team and organisation are met. Ability to deal with multiple channels of enquiries, e.g. email, calls, etc.</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>	✓	

	Essential	Desirable
<p>Strategic and Business planning and implementation</p> <p>Leads and manages the identification, articulation and implementation of strategic and/or business plans</p>	✓	
<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 Student Admissions experience, including experience at a managerial level.</p> <p>Experience of operational delivery and monitoring of all business processes, procedures and policies in relation to admissions administration.</p> <p>Previous knowledge and experience of working with external stakeholders including UCAS.</p> <p>Knowledge of computerised systems and software for maintaining student records (previous knowledge and experience of SITS:Vision would be advantageous).</p> <p>Proven 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 and a commitment to promoting diversity</p> <p>Experience of UKV&I Tier 4 regulations and compliance.</p>	✓	
<p>Experience of using the SITS:Vision student record system for admissions management.</p> <p>Experience of Project Management.</p> <p>Experience of international admissions management and knowledge of international qualifications, including English language qualifications.</p> <p>Experience of the management of change including organisations, systems and business processes reviews.</p> <p>Experience of building up appropriate contacts and connections in HE and FE.</p>		✓
<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>	✓	

	Essential	Desirable
<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>	✓	