Description and Person Specification
Academic/Professional Services Staff

Job title: Head of Admissions

Department: Admissions

Pay Band: E

Line Manager: Director of Marketing, Communication and Engagement

Role Purpose:

The Head of Admissions is responsible for the strategic direction and management of all matters relating to student admissions for the University. This role involves determining business processes, procedures, and policies in relation to admissions management and overseeing their implementation across the University.

The Head of Admissions is also responsible for the provision of admissions-related Management Information and monitoring recruitment against targets. In addition to student admissions through the university's traditional routes, the role-holder is also responsible for leading on the admissions aspects of our relationships with our key strategic recruitment partners.

For our key international partnership, this will involve auditing the compliance and admissions activity that is delivered by our trusted partner, ensuring that these processes are robust and minimise risk to the university.

For our UK based franchise arrangements, the role holder will ensure that the admissions process is fit for purpose in terms of recruiting students with a genuine desire and ability to succeed.

Duties and Responsibilities:

- Shape, implement, and operationalise Ravensbourne University London's admissions strategy to ensure alignment with the University's overall strategic goals

- Lead and manage an efficient and effective Admissions process from initial application to confirmation, working closely with the Student Recruitment Marketing team to enhance the applicant experience and achieve recruitment targets

- Strategic responsibility for the admissions aspects of large-scale franchise admissions operations, ensuring compliance with sector and institutional regulations

- Oversight of outsourced processes undertaken by key strategic international recruitment partners to ensure that Ravensbourne and UKVI standards are met and maintained

- Determine business processes, procedures, and policies related to the selection and admission of students, ensuring they are robust, seamless, and incorporate sector best practices.

- Monitor compliance with admissions processes, policies, and procedures, including adherence to UKVI regulations, and implement corrective actions as needed.

- Undertaking of audits with key strategic recruitment partners, ensuring that admissions activities carried out by our partners are completed in line with our university and statutory requirements

- Establish service level standards for the Admissions Office, ensuring these standards are met and that the team delivers high-quality service consistently.

- Collaborate with the Student Recruitment Marketing team to integrate recruitment and admissions processes, ensuring a seamless and cohesive experience for applicants.

- Work closely with the Head of Registry, Head of Applications Data, and Student Records Systems Lead on the development and maintenance of the University's Applicant Portal, student record system, and CRM, ensuring these systems support the admissions process effectively.

- Provide detailed reports and analysis to inform the University's Admissions Strategy and support the development of Student Recruitment strategy.

- Responsible for the annual Confirmation and Clearing activities, in relation to admissions, ensuring these processes are managed efficiently and effectively.

- Conduct market research on admissions processes and trends, using insights to inform and enhance the University's admissions strategy and practices.

- Support the Head of Registry in managing and coordinating enrolment processes for the University, ensuring a smooth transition for new students.

- Represent the University at various external groups and networks, including UCAS, UKVI, British Council, BUILA, and ARC Admissions Practitioners Group, and attend the annual UCAS Admissions conference.

- Accountability for budgetary planning for the overall service in line with the University's annual planning cycle, ensuring the departmental budget is developed, agreed and effectively managed.

- Participate in the University's decision-making process and significantly contribute to and influence University wide policy and strategy through membership of the University Management team, relevant committees and working groups

- Be responsible for business continuity planning, health & safety, risk management and accessibility options for all events delivered by the department.

- Act as an ambassador during Open Days and Student Recruitment Marketing events, representing the University both within the UK and overseas.

Other
- Demonstrate an 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, People & Culture) 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.

Key working relationships

• Director of Marketing, Communication and Engagement
• Head of Student Recruitment Marketing
• Head of Registry
• Head of Academic Quality
• Academic Heads of Department
• Head of Strategic Recruitment Partnerships
• Head of Academic Operations
• Academic Heads of Department
• Head of Planning
• Admissions Leads at Partner institutions
• Executive Team

Resources Managed

Budgets: Budget holder for admissions

Staff: Admissions Manager x 2 and Admissions Officers x 10 (indirect report)

Other: N/A

Knowledge and Experience	Essential	Desirable
Educated to degree or equivalent qualification at Higher Education level (or alternatively, significant relevant experience of working in similar roles would be considered)	E	
ILM or relevant business management qualification		D
Professional qualifications/experience		
Experience of managing FE/HE student admissions	E	
Experience of leading and managing a team in a university setting	E	

Experience of managing the Confirmation of Acceptance for Studies (CAS) processes and ensuring compliance with UKVI rules	E	
Experience of collaborative working, especially with respect to leadership of working groups and/or committees	E	
Proven experience of leading and managing change, both in a business and process context.	E	
Experience of Project Management.	E	
Higher Education knowledge Knowledge of systems and software for maintaining student records	E	D
Experience of using the SITS:eVision student record system for admissions management.		
Strong working knowledge of all aspects of UK student admissions (including international) and associated regulations in a Higher Education Institution	E	
Knowledge of UKVI Student Route regulations and compliance.	E	
Experience and understanding of the Higher and Further Education environments in relation to admissions.	E	
Experience of leveraging technology to make efficiencies in day-to-day business processes in a Higher Education setting	E	
Experience of interrogating large data sets to widen understanding and inform strategy	E	
Stakeholder Management Experience of working across team and service boundaries to build and strengthen working relationships and systems	E	
Experience of planning, prioritising and organising team tasks and staff to meet deadlines and service deliverables	E	
Ability to build and foster positive relationships with key strategic recruitment partners	E	

Core Personal skills abilities and behaviors	Essential	Desirable
Management and leadership		
- Ability to lead and manages the strategic and operational delivery of a busy professional service, ensuring that standards are met and delivery continuously improved	E	
- Leading and managing team(s) successfully towards specific agreed outcomes in ways that engage, motivate and develop team members	E	
- Acts as a subject matter expert in the admissions field, sharing that knowledge amongst the admissions team and the wider university	E	
- 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	E	
- Leads and manages the identification, articulation and implementation of strategic and/or business plans	E	
- Ensures that the resources required are available at the right time and in the right place, and appropriately monitored for efficiency.	E	
Equality, Diversity & Inclusion		
- An ability to promote diversity and inclusion within teams	E	
- Ensures that equality diversity and inclusion is a key consideration of all new processes and policies	E	
- An understanding of contextual admissions and the barriers that a range of groups experience in their journey into Higher Education	E	
Communication		
- Communicates clearly orally and in writing, with messages considered and tailored for each audience so that the messages can be clearly understood and acted upon	E	
- Builds and maintains effective relationships openly and honestly, using every medium appropriately and with	E	
- Ensure all processes, policies, and procedures are documented clearly and communicated effectively to all relevant stakeholders	E	
Organisational Values		
Connection – Experience of building connections internally and externally to create a collaborative environment	E	
Dynamism – An ability to positively adapt to a variety of challenges	E	
Professionalism – Maintains professionalism in challenging situations	E	

Equality Diversity and Inclusion – An ability to promote diversity and inclusion within teams	E	
Team Working and Collaboration Works collaboratively and harmoniously across professional services and academic colleagues to achieve institutional objectives. Supports their fellow Heads of Department, ensuring that all aspects of the recruitment, marketing and admissions journeys are working as they should be – providing support in problem resolution to improve the customer experience	E E	
Using IT Makes optimum use of appropriate digital technology and IT systems in all aspects of the role	E	

Our Values

Connection: We value what happens together and we collaborate to achieve our collective goals.

Dynamism: We embrace every opportunity to adapt and optimise.

Inclusion: We celebrate our diversity, and we embrace difference as a source of strength.

Professionalism: We aim for quality in everything we do and take pride in our work.