

## JOB DESCRIPTION

**Job Title:** Deputy Head of Admissions (FE and UG)

**Accountable to:** Head of Admissions

**Contract Length:** Permanent

**Hour week/FTE:** 35 **Weeks per year:** 52

**Salary:** £47,120 - £56,771 per annum

**Grade:** 6

**College/Service:** Student Marketing, Recruitment & Admissions

**Location:** Hybrid/UAL Offices

**Purpose of Role:** To be responsible for the delivery of a University-wide professional Home, EU, and International admissions function at FE/UG level, covering the full applicant life cycle i.e., through the stages of application, offer, and conversion to enrolment.

The postholder will develop and implement admissions policy and processes in line with sector best practice, and make a significant contribution to enhancing the applicant experience. They will plan and deliver effective, sector-leading frontline services to applicants, managing available resources to maximise efficiency, and identifying and implementing change and continuous improvement projects.

It is expected that the postholder will have the drive and personal presence to represent SMRA across the University, and drive engagement and buy-in from a wide range of key stakeholders (academic and professional) related to student recruitment. They should have the political acumen and communication skills to enable them to be effective and influential across all levels, including senior management.

They will lead develop and empower a team of admissions staff, taking responsibility for managing and measuring performance, to ensure successful delivery of both SMRA and University wide strategic objectives relating to student recruitment. The postholder will be expected to drive and maintain a positive, high-performing and collaborative working culture within their team, ensuring excellent working relationships are developed with other teams involved in the delivery of successful student recruitment to UAL.

### Duties and Responsibilities:

- Managing and delivering an effective, sector-leading frontline admissions function for Home, EU and International FE and UG applicants, to support delivery of a positive applicant experience.
- Managing and planning workloads to ensure the team's resources are utilised to full capacity to meet relevant service level agreements, maximise efficiency, and support the achievement of recruitment targets.
- Managing the applications cycle across the University to ensure that all applications are processed appropriately and according to University and UCAS procedures including the interpretation of institutional and external regulations and processes and devising new regulations and regulatory frameworks, as necessary.
- To lead, manage and develop, as appropriate, the process of fee assessments for all applicants.
- Identifying and implementing change and continuous improvement projects, including process and student system changes, to improve the applicant experience and develop working practices or efficiencies within the team.
- Developing and maintaining positive working relationships with a wide range of colleagues across the University, including relevant academic departments and professional services, to ensure delivery of an excellent applicant experience and to meet external and internal stakeholder needs.

- Maintaining knowledge of internal and external (UCAS, UUK, UKVI, OfS) policies and guidance, to ensure that the University's admissions policies and practices take account of and are compliant with these external frameworks.
- Managing, leading and motivating a team of admissions staff, to ensure that effective staff recruitment, induction, probation, and ongoing development and support is in place.
- Undertaking 'Performance Reviews and Appraisal' (PRA) for direct reports, setting clear objectives and targets, to monitor performance, support staff development, and ensure successful delivery of SMRA and University recruitment strategies.
- Analysing and reporting on FE and UG data on application and recruitment performance throughout the cycle and sharing any relevant trends or indicators with colleagues to enable any necessary action to be taken.
- Lead and manage the updating of key information on UCAS such as the annual roll over of courses on the UCAS database, updating of entry requirements and relevant information as required for UCAS Course Search for main cycle and clearing.
- Identifying and ensuring training needs specific to admissions are met both within the team and more widely across the university as required.
- Actively contributing to University initiatives and projects associated with improving the prospective student and applicant experience, to support the effective delivery of the University's recruitment strategies.
- Attending meetings and events within both internal and external recruitment and admissions networks as required to acquire appropriate knowledge of external governmental policy that may affect FE and UG student admissions practice.
- Responsible for the effective sharing of admissions and recruitment knowledge and intelligence across relevant internal teams and stakeholder groups across the University.

**General:**

- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Dignity at Work Policy and the Staff Charter, promoting equality and diversity in their work.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
- To undertake continuous personal and professional development, and to support it for any staff they manage through effective use of the University's Planning, Review and Appraisal scheme and staff

development opportunities.

- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- To conduct all financial matters associated with the role in accordance with the University policies and procedures, as laid down in the Financial Regulations.

**Key Working Relationships:** Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Director/Deputy Director of Student Marketing, Recruitment & Admissions
- Head of Admissions
- Heads of UK and International Recruitment
- Head of Prospective Student Engagement & Communications
- Head of Student Recruitment Marketing
- Directors of College Administration
- College Heads of Marketing & Recruitment
- College Admissions Tutors and International Coordinators
- Academic Deans, Programme Directors, and Course Leaders
- Head of Language Centre

**Specific Management Responsibilities**

**Budgets:** None

**Staff:** Team Managers, Co-ordinators, and Administrators

**Other** (e.g., accommodation; equipment): NA

Signed \_\_\_\_\_ Helen Anderson \_\_\_\_\_ Date of last review \_\_\_\_\_ May 2022  
(Recruiting Manager)

**Job Title: Deputy Head of Admissions (FE/UG or PG & UAL Online)**

**Grade: 6**

Person Specification	
Specialist Knowledge/Qualifications	<p>Educated to degree level or equivalent in an appropriate discipline,</p> <p>Extensive knowledge of HE admissions practices and frameworks, across UK and international markets</p>
Relevant Experience	<p>Considerable experience of higher education admissions, specifically the student journey from application, through offer to enrolment, across UK, EU, and international markets.</p> <p>Ability to lead within and proactively advocate for a customer service culture.</p> <p>Considerable experience of managing an admissions function and/or customer service team.</p> <p>Experience of enhancing applicant experience via the identification and implementation of change and continuous improvement projects (including process and systems).</p> <p>Experience of leading, developing, and empowering a team of admissions staff, taking responsibility for managing and measuring team performance.</p> <p>Experience of creating a positive, high-performing and collaborative working culture within their team.</p> <p>Experience of developing excellent working relationships with other teams involved in the delivery of successful HE recruitment.</p> <p>Experience of driving engagement and buy-in from a wide range of key stakeholders (academic and professional) in student recruitment.</p> <p>Experience of negotiating and influencing colleagues across all levels, including senior management.</p> <p>Experience of using appropriate levels of IT skills</p>

	including use of a Student Record System and other software systems, to enable data analysis and make system enhancements.
Communication Skills	Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way.
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance
Professional Practice	Contributes to advancing professional practice activity in own area of specialism
Planning and managing resources	Plans, prioritises, and manages resources effectively to achieve long term objectives
Teamwork	Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration
Student experience or customer service	Contributes to improving or adapting provision to enhance the student experience or customer service
Creativity, Innovation and Problem Solving	Suggests practical solutions to new or unique problems Deals appropriately with demanding situations or confidential matters according to policy and procedure

**Last Updated: May 2022**