



## **Job Detail**

(Overview, Role Detail and Person Specification)

Directorate of Student Administration

**Admissions Operational Delivery Manager**

**Grade 8**

**(Ref: MPF4065)**

**Role Title:** Admissions Operational Delivery Manager

**Reports To:** Head of Admissions

### Overview

With a focus on customer service, the Directorate of Student Administration covers the core administrative processes that support the student journey, from admissions to registration through to assessment and examination to graduation. Processes include admissions (both home and international applications), academic progression, timetabling, student information and records. The directorate also has dedicated teams focussing on UKBA Compliance, Student Data & Systems, and Information & Analysis.

### Role detail

The Admissions Operational Delivery Manager is a critical leadership position which plays a key role in supporting the Head of Admissions in managing and co-ordinating the work of the centralised admissions service. In brief the role will encompass working across all levels of admissions: Undergraduate, Postgraduate taught/research to support service improvement and development, including servicing the home and international markets.

With experience of managing a fast-paced and integrated customer services team, we want someone who can use customer feedback and an evidence-based approach to influence and effect positive change to our service delivery, across a diverse stakeholder group.

You will be resilient, have high attention to detail and a positive and customer-centred approach. You will have excellent communication and problem-solving skills, with a proven ability to develop and produce high quality reports on recruitment figures and trends, whilst working to deadlines and targets.

You will have a well-developed understanding of both international and UK qualifications (for undergraduate and postgraduate entry), UKVI guidance and UCAS practice and regulation. In addition, the ability to manage systems and processes ensuring the translation of operational objectives into work activities is a must.

The successful candidate will be able to demonstrate previous team leadership experience, gained in an admissions or student recruitment setting, attention to detail, a commitment to service excellence, and the capacity to work flexibly and effectively with colleagues throughout the institution.

In the delivery of the service, you will work in tandem with the Admissions Manager, Team Leaders in Admissions, Recruitment Manager and CRM Manager as well as maintaining a strong relationship with colleagues in the UK and International Recruitment teams. The successful candidate will be able to demonstrate significant experience of Admissions, including developing successful customer service processes to support applicant conversion as well as experience in using CRM to successfully influence applicant behaviour. Exemplary leadership, team management and development skills are critical to this role as is the ability to communicate and negotiate with a wide range of staff.

You will work with and lead a nominated team of colleagues across the Admissions teams, using data and metrics to manage your resources, drive performance, develop improvements, and achieve service levels and targets. You will also lead and implement tactical projects focussed on improving the applicant experience.

You will use the University's Customer Relationship management (CRM) system to drive service quality and free up our valuable colleagues to work in the areas that add value to the applicant-experience. You will need to be agile and able to balance the needs of our diverse applicant population when shaping our service offer through appropriate targeting and segmentation, but you will also be able to recognise opportunities to standardise our offer, avoiding over-engineering our approach.

Please note that all staff within the Admissions Team are occasionally expected to work weekends and outside of normal office hours (e.g., over the Confirmation and Clearing period, Open Days etc.). It should also be noted that during exceptionally busy periods such as Confirmation and Clearing it may be necessary to restrict annual leave.

### **Responsibilities**

- To be the Admissions team lead on all CRM related Admissions services and functionality, inspiring, directing and mentoring the team to deliver high quality service, embedding a culture characterised by empowerment and accountability
- Working closely with the Heads of Admissions, Recruitment and Directors of Admissions in academic areas; to ensure that applicant conversion is maximised and that student recruitment targets are achieved.
- To develop, deliver and monitor customer service standards across the team, identifying and addressing any training requirements, and developing an ongoing training plan for the wider team, flexing across the different roles and requirements
- To develop a strong working relationship with our Directors of Admissions, with regular engagement both with this group and the wider school teams where appropriate. Understanding of the nuances of each academic area is essential to the success of this role.
- To lead a busy team with a key function within the University, demonstrating leadership behaviours and taking a person-centred approach to team leadership, motivation and development. To line manage team members as appropriate and to foster an open culture within the team.
- To ensure the team is appropriately resourced, reviewing busy periods and ensuring the team can meet service levels at all times
- To maintain positive working relationships with stakeholders across the University, taking a proactive approach and regularly engaging as appropriate to foster a culture of understanding across the teams.
- Monitor performance of Admissions services working with the Head of Admissions and CRM Manager as appropriate and propose improvement and new ways of working, including via formal business cases if appropriate.

- To provide reports to show performance and work with the Head of Admissions to ensure that services are delivered in line with Service Level Agreements (SLAs), monitor adherence to SLAs, and implement agile improvement plans where these are falling short.
- To have experience and understanding of Admissions processes for both home and international applicants to inform an understanding of process delivery and improvement via CRM.
- To support Clearing from an Admissions perspective, working closely with key staff in the Recruitment Team and in the Schools.
- To work closely with colleagues across the student journey to ensure that the applicant experience supports the end-to-end process and maximises student recruitment.
- Perform any other duties appropriate to the grade as may be required by the Head of Student Recruitment and to comply with the personal health and safety responsibilities specified in the University Health and Safety policy
- To play a key role within the Admissions Group, to act as the team's representative on University and departmental-wide groups and projects, and to deputise for the Head of Admissions as required
- To work in partnership with the Admissions Manager to ensure event communications and training content is managed in a timely and consistent manner for both our UCAS and direct applicants, and that these are planned and organised as well as regularly reviewed.
- To maintain external networks and continually keep abreast of best practice and to share that with internal stakeholders.
- To engage with the University commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the university when undertaking all duties and aspects of the role.
- To promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

### **Applying for this role**

Please submit a personal statement along with your CV, showing how you meet the person specification below.

In order to fully meet the essential criteria, you must show clear evidence of how you meet the criteria. Simply stating that you have a skill or experience in an area is not sufficient, you must provide a clear example to show how you have met each of the criterion you address.

## Person specification

### Qualifications

	<b>The successful candidate should have:</b>	<b>Essential/ Desirable</b>	<b>Tested by* A, I, P, T</b>
1	Educated to degree level or equivalent	Essential	A
2	Evidence of commitment to ongoing professional development	Desirable	A

### Background & Experience

	<b>The successful candidate should have:</b>	<b>Essential/ Desirable</b>	<b>Tested by A, I, P, T</b>
3	Significant experience of working within Admissions in a higher education setting, with a proven track record of success	Essential	A, I
4	Significant experience of the development, delivery and monitoring of customer service standards	Essential	A, I
5	Significant experience of people management and team development	Essential	A, I
6	Experience of working with a wide range of different stakeholders, building successful relationships and credibility within those networks	Essential	A, I
7	Experience of the effective use of CRM in higher education	Desirable	A, I
8	Experience in planning and delivering effective communications and an understanding of the potential of CRM in the applicant journey	Desirable	A, I
9	Experience of admissions in terms of UCAS and its services and related policy and procedure	Desirable	A, I
10	Project management experience	Desirable	A, I

### Knowledge:

	<b>The successful candidate should have:</b>	<b>Essential/ Desirable</b>	<b>Tested by A, I, P, T</b>
11	A detailed understanding of Admissions in higher educations across home and international markets, and the sector context across both markets	Essential	A, I, P

### Skills and competencies

	<b>The successful candidate should have:</b>	<b>Essential/ Desirable</b>	<b>Tested by A, I, P, T</b>
12	Personal credibility and the ability to gain confidence and trust at all levels within the organisation	Essential	A, I

13	Strong customer focus with a proven track record in delivering outstanding customer service	Essential	A, I, P
14	An enthusiastic approach and a commitment to providing services for our applicants and enquirers based on best practice and insight	Essential	A, I, P
15	Strong people skills, including relationship building and networking	Essential	A, I
16	Excellent written communication skills and expert attention to detail	Essential	A, I
17	The ability to initiate and implement change	Essential	A, I
18	Enthusiasm for line management and people development	Essential	A, I
19	An ability to motivate and enthuse staff to achieve their aims and objectives	Essential	A, I

**A = Application form, I = Interview, P = Presentation, T = Test**

Details of any assessments required will be provided in the invitation to interview letter.

### **Candidate guidance**

---

**\*\*In order to fully meet the essential criteria candidates must show clear evidence of how they meet the criteria. Simply stating that you have a skill or experience in an area is not sufficient, you must provide a clear example to show how you have met each of the criteria**