

## DUTIES OF THE DIRECTOR OF ADMISSIONS AND RECRUITMENT

The Director of Admissions and Recruitment will report to the Head of School and be part of the School's senior management team.

The duties of the Director will be combined with those of an academic member of faculty and could also be combined with those of another Director or Head of Department in the School. Normally, the Director of Admissions and Recruitment will hold no more than two substantive responsibilities.

The Head of School will be responsible for academic members of the School. However, the Head of School may delegate some line management activities to the Director although the Head of School will retain accountability to the University for their management and development.

The Director will work closely and collaboratively with Heads of Department (where applicable), fellow Directors from within and across Schools, Pro-Vice-Chancellors and relevant Professional Services colleagues, in the management of the recruitment and admissions process in support of the University's strategic aims.

The specific purpose of the role of Director of Admissions and Recruitment will be to assist the Head of School in ensuring that the University's and School's strategic and operational plans for admissions and recruitment are achieved, to include meeting the growth agenda. S/he will provide leadership in developing new initiatives and contributing to the formulation of University policy on matters relating to admissions and recruitment for taught courses, working closely with the Head of the Admissions Office and the Director of Recruitment to ensure consistent practice across the University.

### **The key duties of the Director will be to:**

- 1. Maintain oversight of all admissions and recruitment activity for taught courses within the School:** Working closely with other Admissions tutors and Postgraduate Selectors in the School, to ensure admissions and recruitment activity within the School is effective, with robust processes in place to ensure the fair, accurate and efficient selection of applicants and to maximise the conversion of those offered a place at the University;
- 2. Ensure close liaison with the Admissions Office:** To work closely with colleagues in the Admissions Office, meeting annually to agree with departmental admissions templates (both undergraduate and postgraduate taught), which are used for central selection of applicants, and to ensure the swift processing of those applications referred through to the School. To also take responsibility for the processing of subject area within Undergraduate Admissions to ensure a full understanding of the operational demands of the Admissions Tutor role is maintained;
- 3. Monitor management data:** To monitor the regular admissions data produced by the Admissions Office on application numbers, conversion rates, competitor institutions, etc. and to use this to lead on School policy decisions on admissions issues like offer levels, entry requirements and conversion tactics; as well as helping to inform student number planning within the School;
- 4. Develop and take leadership for the School recruitment strategy:** Working closely with colleagues in Student Recruitment Services, to develop the School's recruitment strategy in order to help increase application numbers. This would include liaising with

colleagues in International recruitment to maximise School engagement and involvement in work to expand international numbers; agreeing a strategy for developing international articulations for the School; overseeing the relationship with Study Group and identifying new programmes that may be run in partnership.

5. **Manage recruitment materials:** Working closely with colleagues in Student Recruitment Services, to manage the development of digital and physical resources to support student recruitment (including brochures, takeaway materials, videos, web content and faculty presentations);
6. **Maintain oversight of the School's engagement in Admissions and Recruitment events:** Working closely with Student Recruitment Services, to ensure that the School has adequate cover for Open Days, Applicant Visit Days and other recruitment events held on campus. To also support and develop the activity used by the School within recruitment events to attract applications and maximise conversion;
7. **Maintain oversight of the School's engagement in Clearing:** Working closely with the Admissions Office, to ensure that the School has adequate cover for the Confirmation and Clearing process in the summer, including for Clearing Visit Days and for conversion work undertaken with Clearing applicants. To also help support and develop processes to improve the numbers recruited during the Confirmation and Clearing period;
8. **Deputise for the Head of School where appropriate on Admissions and Recruitment matters**

January 2015

#### **Period of Appointment:**

The normal expectation will be for a Director to undertake the duties for three years, with the possibility of an extension for up to a further three years. The Head of School will appraise the Director annually and confirm continuation in the role on an annual basis.

#### **Time Allocation:**

The Head of School will reasonably determine the nominal workload for the Directors in his/her School.

#### **Criteria for assessing candidates for the Directorship**

- a. Experience of and commitment to academic leadership and management.
- b. Academic credibility with a track record of excellence in teaching.
- c. Sound understanding of student support, recruitment and admissions, retention and widening participation.
- d. Awareness and understanding of diversity and disability best practice.
- e. Sound understanding of quality assurance and enhancement issues.
- f. Understanding of current issues in Higher Education.
- g. Excellent inter-personal and communications skills.
- h. Team player with a co-operative approach to colleagues.
- i. Adaptable to change.
- j. Resilient under pressure.

#### **Remuneration:**

Undertaking the duties of the Director will be remunerated by an allowance of £2,000 per annum.