



## JOB DESCRIPTION

<b>Job Title</b>	<b>Head of Admissions</b>
<b>Reporting to</b>	Chief Marketing & Admission Officer
<b>Grade</b>	Tactical Leadership
<b>Unit</b>	Admissions
<b>Location</b>	Head Office (Oxford)/ West London

### About Oxford Business College

Since 1985, Oxford Business College (OBC) has spearheaded transformative education, carving a unique path for overlooked individuals, especially mature students facing barriers in traditional education. Operating seven days a week for our students, OBC's pioneering approach adapts to the diverse lifestyles & commitments of non-traditional learners. Across campuses in West London, Oxford, & Nottingham, OBC's ultra-flexible scheduling ensures inclusivity, reinforced by a robust digital infrastructure. Actively fostering a sense of belonging for students from all backgrounds, we provide comprehensive support services. Emphasising practical skills for employability through industry placements, OBC stands as a dynamic catalyst for change, reshaping higher education with an unwavering commitment to accessibility, flexibility, & inclusivity. With over 7500 students & 300 colleagues, join OBC in shaping the future of education & unlocking opportunities for a diverse range of students.

### The role

The Head of Admissions, reporting directly to the Chief Marketing & Admissions Officer, provides robust leadership & strategic direction for all aspects concerning the operational efficiency of the student admissions teams across various College campuses. Managing admissions teams across all campuses, the Head of Admissions is entrusted with the responsibility of implementing a reliable, fair, & inclusive admissions system for all College programmes. Ensuring a consistent, transparent, & customer-focused admissions service is delivered, the Head of Admissions plays a crucial role in maintaining harmonious interactions with applicants, internal stakeholders, & university & college partner organisations. Commitment to sustainability & innovation is pivotal, as the Head of Admissions oversees the continuous review of processes & systems, aligning them with the latest national developments & best practices. In close collaboration with marketing staff, the Head of Admissions actively contributes to meeting recruitment targets & quotas for both undergraduate & postgraduate programmes. This collaborative effort is underpinned by a commitment to sustainability & innovation, ensuring that the College remains adaptive to evolving national trends & industry best practices.

The Head of Admissions engages with the Executive Principal, Chief Academic Officer, Programme Leader, & academic staff involved in academic interviews, guaranteeing that applicants satisfy the entry requirements for their chosen programmes. Furthermore, they oversee the meticulous collection & transfer of accurate student admissions & enrolment records to the Registry, facilitating internal monitoring, analysis, & compliance with data storage protocols. This comprehensive approach underscores the Head of Admissions' dedication to maintaining the highest standards in admissions practices & contributing to the College's overall strategic objectives.

The ideal candidate should be available during busy periods & weekends as needed, particularly during intake times. Please note that annual leave is generally not permitted during these periods. Some restrictions on annual leave also exist during other peak times, e.g., January/February, April/May, & September/October.



## Strategic Responsibilities

- Lead in managing & setting operational strategy, policy, procedures, & regulations for College admissions practices, ensuring compliance with internal & external statutory requirements, including the regulator(s), the College Admissions Policy, & external admissions agencies.
- Provide operational leadership & management for the admissions team, determining appropriate operating KPIs to ensure excellent delivery standards & meet all targets.
- Develop, implement, manage, & continuously review an effective admissions service, making service improvements & enhancement recommendations through process innovation & IT systems changes.
- Be responsible for the transfer of applicant data to & from relevant third parties, adhering to system parameters & data protection regulations. Assume responsibility for internal data governance/quality of applicant & course records & associated data sets.
- Provide timely, accurate, & accessible management information on admissions matters, including application volumes, trends, & forecasting, to senior managers & relevant committees.
- Contribute to developing the College's recruitment & admissions strategy, collaborating with senior colleagues & academics to meet Strategic Plan objectives.
- Proactively build strong working relationships with staff across the College to ensure effective coordination of admissions with academic, student support, engagement, & registry services.
- Establish & monitor a customer-focused service for enquirers & applicants, ensuring prompt responses & processing of applications within agreed turnaround times.
- Create & update written material supporting admissions processes, including the Admissions Policy, partner operating manuals, course information, & application packs.
- Provide comprehensive training to the admissions team, ensuring confidence & competence in all aspects of the admissions processes.
- Implement systems to prevent fraud & address criminal convictions in admissions.
- Ensure all required student documentation is complete & submitted with applications to partner organisations for enrolment in compliance with GDPR.
- Support academic teams during the induction process.
- Manage & process all student re-enrolments.
- Work closely with Registry, Student Support & Engagement services to promptly provide required services to students.
- Contribute to strategy & policy on a broad range of matters related to student recruitment & retention objectives, providing evidence-based advice to senior management on recruitment strategies, external factors, competitor activity, & policy impacts.
- Facilitate &/ or lead regulatory data returns, including to key regulatory/official bodies (e.g. HESA), supporting strategic planning & operational delivery.
- Attend & chair relevant committee(s) & report regularly to the relevant board.
- Keep up-to-date with changes in related legislation (i.e. CMA) & ensure confidentiality & integrity of all corporate information in accordance with the Data Protection Act & other relevant legislation.
- Undertake any other duties reasonably required by the Chief Marketing & Admissions Officer, Executive Principal, or Managing Director.



## PERSON SPECIFICATIONS

### TRAINING & EDUCATIONS

#### Essential

- An undergraduate degree in a relevant field, or equivalent qualification or experience.

#### Desirable

- A postgraduate diploma/ degree in marketing, education, or a related field.

### EXPERIENCE

#### Essential

- Experience of implementing & managing effective admissions processes, policies, & procedures, ensuring compliance with internal & external regulations.
- Experience in leading & delivering strategic & operational change.
- Experience in a leadership position, managing cross-organisational functions.
- Demonstrating a successful track record of managing & developing teams.
- Strong understanding of the UK higher education landscape & current trends in recruitment & admissions.

#### Desirable

- Hands-on experience of emerging technical & digital innovation (e.g. AI, marketing automation tools).
- Experience of working in a similar role for another private HE establishment.

### SKILLS & KNOWLEDGE

#### Essential

- Knowledge of & experience in the widening participation agenda.
- Demonstrably data-driven, with strong analytical & reporting skills to provide insights on admissions trends & inform strategic decision-making.
- Strong relationship management skills, including the ability to engage, communicate & collaborate with academic & professional staff, students & external partners & regulators.
- Excellent planning skills, combined with proven analytical & problem-solving skills.
- Strong verbal & written communication skills, including the ability to present complex information clearly & effectively.
- Familiarity with external regulatory bodies such as the Office for Students (OfS), OIA, HESA (Jisc), etc.
- Proficiency in software applications & technology for marketing purposes.

### BEHAVOURAL SKILLS

#### Essential

- Strong leadership qualities to effectively manage a team of professionals, including the ability to inspire & motivate.
- Capacity to adapt to changing circumstances & priorities in a fast-paced academic environment.
- High ethical standards & a commitment to maintaining the integrity of academic records & processes.
- Resilience & adaptability to manage the demands of a busy & challenging role.
- A role model for college's core values, which underpin our vision, mission & strategy.