



## JOB DESCRIPTION

<b>Job Title:</b>	Applicant Services Team leader
<b>Department / Unit:</b>	Admissions and Applicant Services, Marketing and Communications Directorate
<b>Job type</b>	Professional services
<b>Grade:</b>	6
<b>Accountable to:</b>	Applicant Services Manager
<b>Accountable for:</b>	Applicant Services Advisors; Applicant Services Advisor (Scholarships)
<b>Purpose of the Post</b>	
<p>The Admissions and Applicant Services team provides a vital service to support the College in meeting its targets for UK and international recruitment across all undergraduate and postgraduate programmes. With ever increasing competition to attract and convert the best students, it is vital that the team deliver a proactive, efficient and customer focused service to prospective applicants, applicants and internal stakeholders.</p> <p>This service is delivered through three teams, each focussing on one of the following areas of activity: Undergraduate Admissions; Postgraduate Admissions; Applicant Services.</p> <p>The post holder is responsible for managing one of these teams, taking responsibility for day to day line management and workload management. The post holder ensures that enquires from applicants and prospective applicants are handled in a proactive, efficient and customer-focussed way. The post holder also oversees administration of Royal Holloway's central scholarship provision.</p> <p>The three team leaders work collaboratively, covering for each other during periods of leave. They are expected to work together to ensure consistent implementation of agreed policies, processes and service standards across all teams.</p>	
<b>Key Tasks</b>	
<ul style="list-style-type: none"> <li>• Provide day to day supervision for a small team of Applicant Services Advisors to include induction; on-the-job training; sickness reporting and approval of standard annual leave requests.</li> <li>• Ensure provision of excellent customer service to prospective applicants and applicants, ensuring a helpful, accurate and timely response to enquiries.</li> </ul>	

- Act as an advocate for applicants, agents, external scholarship providers and other key stakeholders within the Admissions team, seeking to anticipate and resolve issues on their behalf.
- Manage and maintain excellent relations with external scholarship providers, including securing confirmation of terms and conditions, scholarship amounts, eligibility criteria and any special requirements Royal Holloway needs to be aware of.
- In conjunction with senior staff within the Marketing and Communications Directorate, take a lead in evaluating the effectiveness of Royal Holloway's scholarship provision; undertake research on competitors' scholarship provision and make recommendations for future developments in this area
- Encourage a proactive approach to applicant relationship management, building relationships with applicants and their representatives to increase likelihood of conversion into enrolled students.
- Ensure consistent implementation of university policy and office-wide systems and processes. Develop and ensure intelligent use of template responses to the most common enquiries. Work with colleagues across the College to ensure that systems and processes are in place to support the effective promotion and administration of Royal Holloway's scholarship provision and to meet the reporting requirements of external funding bodies and internal committees. Monitor effectiveness and propose enhancements where necessary
- Provide training to relevant colleagues across Marketing and Communications and to international recruitment agents on scholarship provision each cycle.
- Monitor the team's performance against agreed service standards; ensure that the team's work is completed within the agreed timescale, by identifying priorities and taking a flexible, proactive approach to workload allocation.
- Ensure that the Applicant Services Manager is aware of any potential risk that service standards will not be met; work proactively with the Applicant Services Manager and other team leaders to address this by moving resource between teams as required.
- Act as the first point of referral for applicant services advisors, liaising with School Academic Directors of Student Recruitment and Communications to source additional information or establish suitability of enquirers for courses, as required.
- Contribute to day-to-day handling of enquiries from applicants/prospective applicants.
- Play a leading role in delivery of the annual undergraduate Confirmation and Clearing process, as agreed with the Head of Admissions.
- Develop an in-depth knowledge of the university's courses, facilities, entry requirements and admissions systems to support provision of detailed information and advice to both enquirers and applicants.

- Develop an in-depth knowledge of the internal and external database systems which support admissions and applicant enquiry handling. Support development and updating of web pages and course finder as required.
- Participate in University Open Days/Applicant Visit Days and represent Royal Holloway at external (e.g. UCAS or agent-organised) events to advise prospective students.
- Deputise for the Applicant Services Manager and provide cross-cover for Admissions Team leaders and for the Scholarships and systems officers as required.
- Undertake any other reasonable duties commensurate with the grade of the post.

#### **Other Duties**

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager. These duties are a guide to the work that the post holder will be required to, and they may change (within reasonable limits) to reflect the changing needs of a dynamic Applicant and Admissions Services team. As the needs of the college change so the above job profile may be adjusted accordingly.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.

All Admissions staff must be available to work in August and no annual leave will normally be permitted during this period. Some restrictions on taking annual leave exist at other peak times e.g. January/February and September.

#### **Internal and external relationships**

The following list is not exhaustive but the post holder will be required to liaise with:

- Prospective Applicants, Applicants, their agents and other advisers
- School Academic Directors of Student Recruitment and Communications
- Undergraduate Recruitment Leads in academic departments
- Postgraduate Education Directors in academic schools and departments
- Professional services colleagues, notably: Other members of the Marketing and Communications Directorate; Student Administration; IT
- UCAS, NARIC, UKCISA and the UKVI
- External systems suppliers