



## JOB DESCRIPTION

<b>Job Title:</b>	Applicant Services Advisor
<b>Department / Unit:</b>	Marketing and Communications
<b>Job type</b>	Professional Services
<b>Grade:</b>	5
<b>Accountable to:</b>	Applicant Services Team Leader
<b>Purpose of the Post</b>	
<p>The Student Recruitment and Admissions 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 services 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 will work as part of the Applicant Services team to deliver a high standard of customer service in support of the University's admissions operation. They will provide support and guidance to enquirers, responding in a timely manner to admissions related enquiries throughout the applicant lifecycle, from initial application through to eventual offer making and confirmation.</p>	
<b>Key Tasks</b>	
<p><b>Enquirer Services</b></p> <ul style="list-style-type: none"> <li>• Act as the first point of contact for enquirers (prospective applicants, applicants and their advisers), providing accurate, expert advice on Admissions related enquiries.</li> <li>• Provide excellent customer service, ensuring enquiries are dealt with in a timely manner and within agreed service levels.</li> <li>• Advise on the suitability of enquirers for courses, liaising with individual Recruitment leads or Course Directors in academic departments where appropriate.</li> <li>• Provide a personalised service, building relationships with enquirers and their representatives to increase likelihood of application and conversion into enrolled students.</li> </ul>	

- Provide detailed information on the courses offered at the university, including information on course structure, assessment methods and learning outcomes, both to increase conversion and to ensure expectations are correctly managed.
- Support the development and updating of appropriate web pages and updates to functional information in the university's web-based 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

#### **Admissions**

- Develop an in-depth knowledge of non-standard entry qualifications using university approved documentation, including equivalency qualifications and external databases.
- Respond to agents' queries and support recruitment colleagues by providing expert advice and detailed information.
- Proactively engage with applicants, agents and other key stakeholders, chasing and verifying any supporting documentation.
- Provide cross-cover for Admissions Advisers in the Admissions Operations team 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.

The post holder is likely to be required to work outside normal working hours and in different locations; this will include certain holiday embargo times around key dates. These duties are a guide to the work that the post holder will be required to carry out 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
- Undergraduate Recruitment leads in academic departments
- Postgraduate Education Directors and Course leaders 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