Job Description

Post Title:	Senior Admissions Manager
Grade:	N/A
Faculty/Department:	Admissions Department, Henley Business School, Africa (Henley Africa)
Reports to:	The post-holder reports to the Head of Admissions (and/or his/her designated authority) with academic oversight by the Academic and Governance Director. The Senior Admissions Manager portfolio will be further supported by the heads of departments of the relevant areas it services.
Responsible for:	The job holder will manage the Undergraduate, Postgraduate and/or MBA admissions portfolios as assigned.

Purpose

The post holder plays a pivotal role in the strategic growth and client-centricity of Henley Business School. They will be instrumental in building relationships with prospective students, creating a positive and personalised experience throughout their journey, and contributing to the overall growth of the business. The focus is on cultivating strong client relationships, emphasising a relational approach rather than a hard sell, to promote the reputation and brand of Henley Business School.

Admissions is a critical part of the value chain of the business school, extending to attracting students, processing and closing applications, educating, progressing and completing programmes, building good corporate relations and reputations and growing the business in a professional manner suitable for a top global business school.

In brief, the postholder is expected to:

- Contribute to the growth and scalability of the admissions function by strategically building and nurturing the admissions pipeline.

- Provide expert guidance and advice to applicants, applying professional insights and ethical intent to influence and persuade them effectively.

- Collaborate with various departments within the business value chain, including sales, marketing, and programme delivery teams, to ensure a seamless and client-centric student journey.

- Act as a key advisor on admissions policy, trends, and developments, working closely with faculty and departmental staff to support the conversion of applicants to registered students.

- Maintain regular communication with key stakeholders to ensure a smooth admissions process and provide progress updates at crucial stages.

- Continuously improve the admissions process by analysing application data, proposing system enhancements, and aligning with evolving business requirements.

- Participate in recruitment activities such as Open Days and information sessions to engage with prospective students and promote Henley Business School.

- Collaborate with the UK admissions office as needed to foster strong relationships and ensure consistent processes.

How:

1. **Strategic Relationship Building:** The postholder will be the driving force behind fostering strong relationships with prospective students. Through personalised interactions, s/he will understand their aspirations, academic background, and career goals to provide strategic guidance that aligns with their individual needs.

2. **Client-Centric Approach:** A primary focus will be on delivering a client-centric experience throughout the admissions journey. By empathetically advising and guiding applicants, s/he will create a positive and powerful impression of the institution, enhancing our reputation and brand.

3. **Maximise Business Growth:** The postholder will actively contribute to growing our institution by identifying opportunities to engage prospective students. Through relationship building and a consultative approach, you will identify additional programmes or educational offerings that align with their interests, promoting upselling opportunities to maximise their educational experience.

4. **Collaborative Touchpoints:** You will collaborate closely with various departments, including academic faculties, sales teams, and Programme delivery staff. By fostering seamless communication and coordination, s/he will ensure a smooth admissions process and provide exceptional support throughout the student journey.

5. **Expert Guidance:** Expertise in admissions policies, trends, and developments will position him/her as a key advisor. S/he will work alongside faculty and departmental staff to support the conversion of applicants into registered students, providing valuable insights and recommendations for decision-making.

Success would look like:

Success would look like: The establishment of a growing, organised admissions capability known for providing fair, accurate, relevant, and helpful information and support. The admissions team should be renowned for their client-centric approach, friendliness, and effectiveness.

Duties and Responsibilities:

1. Applications

- Manage the admissions processing for the Undergraduate, Postgraduate, and/or MBA programmes, in alignment with the Head of Admissions and key stakeholders, ensuring consistent and fair decision-making based on agreed criteria.

- Collaborate with associated departments (Sales, Marketing, Programme Support) to enhance the student journey and support the conversion of prospects to applicants and applicants to students.

- Engage independently and professionally with prospective students through various channels (in-person, telephone, email), providing empathetic advice, and fostering strong relationships.

- Ensure timely follow-up on applicant queries and provide assistance throughout the application process.

- Process incoming applications, verifying qualifications, decisions, and results for accuracy and authenticity.

- Utilise appropriate systems (e.g., Scout) to enter decisions and generate offers, aiming for 100% accuracy.

- Monitor applicant responses to decisions and maintain data on applicant status and workflow.

- Handle anomalies in the application process according to established procedures and communicate them effectively.

- Maintain regular communication with academic and administrative staff as necessary.

- Provide intelligent analysis and propose system enhancements to align with changing business requirements.

2. Enquiries & Recruitment

- Handle all admissions enquiries in a professional, empathetic, and helpful manner, utilising various communication channels.

- Monitor the application backlog and assist in collating data related to admissions enquiries.

- Identify potential admissions backlogs and raise concerns, proposing mitigating actions.

- Participate in School Open Days, information sessions, and represent the School at higher education conferences or events.

- Assist in monitoring, updating, and analysing admissions-related information.

- Provide insights and suggestions for improving the admissions process.

3. Other

- Assist in providing on-the-job training for new staff members.

- Process expenses and invoices.

- Attend and document meetings.

General Responsibilities

Policies & Procedures

The post-holder is required to familiarise themselves with all University and School policies, procedures and relevant legislation and to comply with these at all times.

Confidentiality & Data Protection

The post-holder must maintain the confidentiality of information about students, staff and any other personal information and meet the requirements of the relevant Data Protection legislation (POPI and GDPR) at all times. The post-holder must comply with all University Information and Data Protection policies at all times.

Flexibility

This job description is intended to provide a broad outline of the main responsibilities only. The post-holder is required to be flexible in developing his/her role in agreement with his/her designated manager. In addition, he/she may be required by his/her line manager to carry out any other duty commensurate with his/her grading and expertise.

This role is expected to evolve as the business grows and the postholder would be expected to carry out new duties in accordance with this, in consultation with the Head of Admissions. This may include, but not limited to, admissions of other open accreted programmes, as and when required.

Supervision received
This senior role reports to the Head of Admissions. The post holder will be expected to work independently and collaboratively and to lead the area of responsibility and be capable of directing the School within agreed guidelines and to specific deadlines.

Supervision given
The post holder will work collaboratively with admissions team and other relevant stakeholders.

Contacts
The postholder is required to have regular engagement with internal staff to achieve the key responsibilities as detailed above. Externally the role requires regular engagement with service providers and delegates, namely.

- Programme delegates
- Programme directors and academic staff
- Programme administrators from other Henley programmes
- Henley Sales/Business Development, Marketing teams
- RPL Assessment Services
- Staff across the Henley Business School
- Central university teams including the Admissions and RISIS offices

Terms and conditions

A full-time post located at Henley Business School, SA. Working hours are 40 hours per week. Due to the nature of the role, after-hour work may also be required. Overtime is not payable. Core office opening hours are 8:30 to 17:00 Monday to Friday. This is a permanent position.

This document outlines the current duties required for this post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed. As such the postholder will be required to grow his/her career and take on new responsibilities.

Date assessed: 12 January 2024

Person Specification
Senior Admissions Manager

Qualifications	Essential	Desirable
1. NQF 7 (Undergraduate level) qualification	X	

Experience and Knowledge	Essential	Desirable
1. Good understanding of SA higher education policy.	X	
2. Good understanding of the National Qualifications Framework	X	
3. Prior experience in managing applications and admissions in a tertiary institution.	X	
4. Experience working in a student-facing environment.	X	
5. Experience in providing information & advice to prospective students.	X	
6. Experience in extracting intelligence from data and critical analysis and presenting it understandably.	X	
	X	
7. Knowledge of personal data management legislation e.g., Freedom of Information, Data Protection, POPI, GDPR	X	
8. Understanding of both undergraduate and postgraduate admissions issues.	X	
9. Well-developed understanding of lifelong and adult learning	X	
10. Student Recruitment and/or overall Business Development and/or Sales experience in the higher education environment.		X
	X	
	X	

Skills	Essential	Desirable
1. Computer literate with experience of MS Word, Excel, presentation platforms e.g. MS PowerPoint and email packages	X	
2. A confident user of databases and reporting tools	X	
3. Ability to work with speed and accuracy.	X	
4. Relationship-building and nurturing skills		

Attributes/competencies (to be demonstrated by the job holder)	Essential	Desirable
1. Communication		
• Excellent verbal and written communication skills	X	
• Maintain professional attitude	X	
2. Student facing Focus		
• Commitment to high-quality student facing service based on bilateral engagement	X	
• Commitment to continuous improvement of the student's experience	X	
• Responsive to problems and complaints with a solution-oriented approach	X	
• Ability to demonstrate well-developed levels of empathy when dealing with others	X	
3. Teamwork		
• Able to be helpful and supportive of other team members.	X	
• Able to listen and take advice from colleagues.	X	
• Able to work professionally with a broad variety of personality types	X	
4. Planning & Organising		
• Well-organised, accurate keeper of records	X	
• Prioritise work tasks and plan how deadlines will be met.	X	
• Able to work effectively under pressure.	X	
• Well-developed planning and organising skills.	X	
• Able to see and execute tasks in an agile fashion.	X	
• Able to see beyond own priorities but where else in the system that value could be added	X	X
5. Flexibility		
• Able to adapt to change easily.	X	
• Flexible, adaptable and willing to work occasional weekends and evenings.	X	
• Willingness to participate in a learning organisation	X	