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| **University of St Andrews**  **Admissions**  **Admissions Manager – AD1977GB**  **Further Particulars for Applicants** |

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| **Admissions** |

The Admissions team at the University of St Andrews comprises 41 staff working in dedicated sub-teams to provide professional marketing, student recruitment and admissions services in order to widen access and to identify and attract the most academically talented students from across Scotland, the UK, Europe and the rest of the world.

The core business across all teams is to ensure that good quality information, advice and guidance is provided to prospective students, applicants, entrants and their influencers, in home and overseas markets, at short course, summer school, undergraduate and postgraduate levels. The Admissions team works to attract, select, convert and admit the academically brightest students from a diverse range of backgrounds. The Admissions team also supports academic Schools with marketing to prospective students and assists with the management of applications, offers and admissions.

The team prides itself on being agile, flexible, outward looking and recruitment focused, developing strong and strategic relationships externally with leading high schools, institutions and organisations and internally with academic Schools, Careers, Corporate Communications, Development, Registry, Residence and Business Services and Student Services. These excellent relationships aim to continually support and enhance the experience for prospective students and applicants from their first point of contact with the University and throughout the admissions process. All members of Admissions are encouraged to think creatively to seek solutions for improved customer service and management of the services they deliver.

The work carried out in the Admissions team includes:

* Contact with the public - prospective students, parents, teachers, careers advisers and influencers.
* Attending Higher Education and Careers Conventions, in-person and through virtual events.
* Visits to schools and colleges, in person and through digital means.
* Activity in support of the access and widening participation strategy of the University.
* The development of promotional and guidance materials.
* The provision of opportunities for prospective students to visit the University.
* Liaison with academic admissions officers and support staff of the University and the development of links with schools, colleges, careers advisers and local education authorities.
* Application decision making.

The University is committed to the principles of educational opportunity, increasing diversity and equal opportunities resulting in a diverse student community and a more rewarding educational experience for all at St Andrews. Admissions staff, along with our colleagues in other units and Academic Schools, are engaged with prospective students, their families and advisers in a wide range of widening participation awareness and aspiration raising activities.

**The job description for this role is attached below.**

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| **Job Description** |

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| Job Title: Admissions Manager  School/Unit: Admissions  Reporting to: Assistant Director of Admissions (Applicant Experience)  Responsible for: potential for line management opportunities  Job Family: Managerial, Specialist and Administrative | Working Hours: full-time /36.25 hours per week  Grade/Salary Range:6/£35,333-£42,155 per annum  Reference No: AD1977GB  Start Date: As soon as possible.  Interview date: TBC |

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| **Main Purpose of Role** |

This exciting new position will take a lead role in launching a new suite of digital PGT programmes as part of the institution’s new Digital Education Innovation Scheme (DEIS). The role will report to the Assistant Director of Admissions (Applicant Experience) and lead from an applicant experience and recruitment perspective, from the point of enquiry and application through to matriculation. It will be involved in the DEIS as it grows and develops over future cycles. This is a new and hugely important direction of travel for the University, as can be seen from the addition of ‘Digital’ in our newly launched [University Strategy](https://www.st-andrews.ac.uk/about/governance/university-strategy/). In addition, the post-holder will also take a leading role in liaising with academic Schools as part of our coordinated admissions approach and work closely with other professional service Units to achieve shared outcomes. The post-holder will have responsibility for pulling cohesive qualifications and entry requirements together with input from market experts in the Admissions team, improving accuracy of offer making predictions through data and statistics as well as responsibility for Visitor Experience for postgraduates, both online and in-person.

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| **Key Duties and Responsibilities** |

Specific focus of the role:

1. Play a significant role in the launching of a new suite of digital postgraduate programmes for the institution, helping to establish and shape processes and procedures relevant to supporting the applicant experience of the new PGT digital cohort, from the point of application to matriculation.
2. Manage postgraduate coordinated admissions application reading processes and procedures with direction from the Assistant Director of Admissions (Applicant Experience), including the management of staff resources to ensure internal targets and standards are met.
3. Identify, maintain and analyse data and trends to track the institutions progress to target. We also require the successful post holder to be able to use this data to create reports for the Admissions Management and Leadership Teams, to enable them to take strategic decisions in response to applicant and offer holder behavior for both undergraduate and postgraduate cohorts.
4. To play a key role in developing our new CRM systems, to increase the impact of our offer making and reporting practices, for postgraduate admissions. Enquiry management within the CRM will also form a key aspect of this role.
5. Work closely with the Digital Marketing Manager to ensure strategies are aligned and there is a smooth applicant journey, with appropriate marketing and communications, at key times of the cycle.
6. To support academic Schools, from an applicant experience and recruitment perspective, from inception to the launch of new programmes.
7. Take a lead role in liaising with academic Schools as part of coordinated admissions, providing a high level of professional service support to ensure that Schools are progressing towards target successfully.
8. Liaise effectively with other professional service Units to deliver shared objectives.
9. Responsibility for updating cohesive entry requirements with input from market experts in the Admissions team.
10. Create PGT scholarship bids as required, bringing together key stakeholder opinions in a timely and effective way.
11. Taking a lead role in assessing application forms and making admissions decisions guided by policy and defined procedures for both undergraduate and postgraduate cohorts as well as supporting the Assistant Directors of Admissions (Applicant Experience) in delivering a suitable training package to the Admissions unit and academic Schools.
12. Responsibility for ensuring that a high quality visitor experience package is delivered. This will include both digital and in-person recruitment provision to ensure that this is delivered in a timely and effective way to prospective students.
13. Contributing to increasing our access and widening participation initiatives targeted at postgraduate prospective applicants.

Wider aspects of the role may include:

1. Preparing and delivering presentations on the University of St Andrews and Higher Education in general to Schools, Colleges and Universities, making independent decisions on appropriate content and tailoring appropriately each presentation to the type of audience.
2. Providing sound, accurate advice internally and externally on Admissions for both undergraduate and postgraduate cohorts.
3. Responding to enquiries from prospective students and their influencers through a variety of media.
4. Making arrangements for visits to the University by individuals or groups of prospective students, and their influencers.
5. Being an active member of the wider Admissions team, in particular being involved in central marketing and communications activities and assisting in recruitment and admissions activities in general as required.
6. Deputising for the Assistant Directors of Admissions (Applicant Experience) as required.
7. This list is not exhaustive and roles and responsibilities can and will change based on the most pressing business needs for the institution. The post holder will be expected to perform any other relevant duties as designated by the Assistant Directors, Deputy Directors and the Director of Admissions as necessary.

Special Requirements:

Frequent travel domestic and overseas will be expected and will require flexibility, self-motivation and determination to succeed. The post holder will have a flexible approach to working patterns and a willingness to work non-standard hours, including evening and weekend working.

*Please note that this job description is not exhaustive, and the role holder may be required to undertake other relevant duties commensurate with the grading of the post. Activities may be subject to amendment over time as the role develops and/or priorities and requirements evolve*.

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| **Person Specification** |

This section details the attributes e.g. skills, knowledge/qualifications and competencies which are required in order to undertake the full remit of this post.

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| **Attributes** | **Essential** | **Desirable** | **Means of Assessment**  (i.e. application form, interview, test, presentation etc) |
| Education & Qualifications  (*technical, professional, academic qualifications and training required)* | A good undergraduate degree or equivalent. | A relevant postgraduate degree or professional qualification. | Application, CV, document check. |
| Experience & Knowledge  (*examples of specific experience and knowledge sought*) | Experience, knowledge and understanding of the UK and/or international education environment.  Experience and/or understanding of postgraduate applicant journey.  Experience and/or understanding of online postgraduate programme promotion and the specific requirements of online learners.  Experience in developing or managing activities in a relevant field.  Ability to work within the Data Protection legislation to maintain a high level of confidentiality and discretion regarding all prospective students.  Ability to use Microsoft Office software effectively.  Proven ability to build relationships in a variety of geographic cultural and socio-economic contexts.  High levels of literacy, including the ability to interpret information and records clearly and accurately.  High levels of numeracy, including the ability to manage information and data records clearly and accurately. | Experience of using a CRM system to inform decision making.  Experience of postgraduate decision making and/or recruitment.  Understanding of social media and its effective use as a marketing tool. | Application, interview, references. |
| Competencies & Skills  (*e.g. effective communication skills, initiative, flexibility, leadership etc*) | Excellent literacy, presentation and interpersonal skills with evidence of building strong and effective working relationships at all levels and communicating across a wide range of internal and external audiences.  Experience of delivering messages across various platforms specific to the demands of the audience.  Ability to develop a rapport with people and their influencers from a variety of different backgrounds.  Ability to take direction from managers and colleagues, but to work independently to set and achieve daily tasks; ability to use initiative to solve complex problems, and ability to seek clarification and direction when necessary.  Excellent customer care skills and a flexible approach to work. | Line management experience.  Ability to write comprehensive reports to inform strategic decision making.  Ability to host and manage online recruitment packages. | Application, interview, presentation. |
| Other Attributes/Abilities  (if applicable) | Valid passport.  Frequent travel may be expected and would require flexibility, self-motivation and determination to succeed.  Have or obtain a clear PVG Scheme certificate, processed by the University | Current UK driving licence. | Application, interview, references. |

**Essential Criteria** – requirements without which a candidate would not be able to undertake the full remit of the role. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the short listing stage.

**Desirable Criteria** – requirements which would be useful for the candidate to hold. When short listing, these criteria will be considered when more than one applicant meets the essential requirements.

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| **Other Information** |

This post will/may be primarily based at the Eden Campus at Guardbridge, a state-of-the-art working environment for professional services units.

We encourage applicants to apply online at [www.vacancies.st-andrews.ac.uk/welcome.aspx](http://www.vacancies.st-andrews.ac.uk/welcome.aspx), however if you are unable to do this, please call +44 (0)1334 462571 for a paper application form.

For all applications, please quote ref: AD1977GB

In accordance with the new immigration rules, it is with regret that this role does not meet the current suitability requirements set by the UKVI to enable sponsorship of migrant workers.The University encourages all interested candidates to apply regardless of nationality and all applications received are assessed against the essential and desirable criteria listed in the further particulars.  The successful candidate will have to demonstrate their right to work in the UK prior to commencing employment and where required, obtain the right to work in the UK without relying on University sponsorship.  Information on other visa options is available at [https://www.gov.uk/check-uk-visa](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fcheck-uk-visa&data=04%7C01%7Csg43%40st-andrews.ac.uk%7Cafac7322058645cedc6808da12632e01%7Cf85626cb0da849d3aa5864ef678ef01a%7C0%7C0%7C637842514422631093%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=kM%2F3JwneeNydEuqzYCOGR8Av87sjhFySRETnsBd8Rb8%3D&reserved=0) or by contacting our HR Immigration Team on [hrimmigration@st-andrews.ac.uk](mailto:hrimmigration@st-andrews.ac.uk).

Equality, diversity and inclusion are at the heart of the St Andrews experience. We strive to create a fair and inclusive culture demonstrated through our commitment to diversity awards (Athena Swan, Carer Positive, LGBT Charter, Race Charters and Stonewall). We celebrate diversity by promoting profiles of BAME, LGBTIQ+ staff and supporting networks including the Staff BAME Network; Staff with Disabilities Network; Staff LGBTIQ+ Network; and the Staff Parents & Carers Network. Full details available online: <https://www.st-andrews.ac.uk/hr/edi/>

The University of St Andrews is a charity registered in Scotland (No SC013532).

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| **Obligations as an Employee** |

You have a duty to carry out your work in a safe manner in order not to endanger yourself or anyone else by your acts or omissions.

You are required to comply with the University health and safety policy as it relates to your work activities, and to take appropriate action in case of an emergency.

You are required to undertake the Information Security Essentials computer-based training course and adhere to its principles alongside related University Policy and Regulations.

You are responsible for applying the University’s equality and diversity policies and principles in your own area of responsibility and in your general conduct.

You have a responsibility to promote high levels of customer care within your own area of work/activities.

You should be adaptable to change, and be willing to acquire new skills and knowledge as applicable to the needs of the role.

You may, with reasonable notice, be required to work within other Schools/Units within the University of St Andrews.

You have the responsibility to engage with the University’s environmental sustainability strategy, committing the University to reach net-zero by 2035.

You are required to engage with the technology, systems and communication channels necessary for you to undertake your work and must update your personal details via HR Self Service whenever there is a change.

Employees with staff management responsibilities must familiarize themselves with appropriate policies.

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| **Who Are We? St Andrews At a Glance** |

The third oldest university in the English-speaking world

Ranked top UK university in the [Times and Sunday Times Good University Guide 2022](https://news.st-andrews.ac.uk/archive/top-of-the-class/)

Twice named [University of the Year](https://news.st-andrews.ac.uk/archive/st-andrews-named-university-of-the-year/)

Consistently ranked [one of the UK’s top five universities](https://www.thecompleteuniversityguide.co.uk/league-tables/rankings) and top in Scotland in the *Complete University Guide*

Top in the UK for [student satisfaction](https://news.st-andrews.ac.uk/archive/st-andrews-top-for-student-experience-2/)

Research-intensive – ranked 3rd in Scotland and 28th in the UK in [UK Research Excellence Framework](https://www.ref.ac.uk/)

Athena SWAN [Bronze Award holder](https://news.st-andrews.ac.uk/archive/athena-swan-awards/)

[Strategy](https://www.st-andrews.ac.uk/about/governance/university-strategy/) founded on ambition to be World-Leading, Diverse, Global, Entrepreneurial and Socially Responsible

Committed to sustainability and [aiming for Net Zero by 2035](https://www.st-andrews.ac.uk/sustainability/)

More than 9000 students and 3000 staff

Highly international – more than 45% of students and staff are from outwith the UK

A non-campus university, closely integrated with the ancient town of St Andrews

Top quality [sports](https://www.st-andrews.ac.uk/sport/), [music](https://www.st-andrews.ac.uk/music/) and [nursery](https://www.st-andrews.ac.uk/hr/edi/carers/childcare/nurseries/) facilities for staff and students

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| **The University & Town** |

Founded in the early 15th century, St Andrews is Scotland’s first university and one of the oldest in the world.

Situated on the east coast of Scotland and framed by countryside, beaches and cliffs, [the town of St Andrews](https://en.wikipedia.org/wiki/St_Andrews) was once the centre of the nation’s political and religious life. Today, it’s a vibrant academic town with a distinctively cosmopolitan feel where students and university staff account for more than half of the local population.

The University of St Andrews is a diverse and international community of almost 13,000 students and staff, typically of more than 140 nationalities. It has more than 10,000 students, just over 8000 of them undergraduates, and employs approximately 3000 staff, made up of c1350 in the academic job families and c1650 in the non-academic job families.

Under the leadership of current [Principal Professor Sally Mapstone](https://www.st-andrews.ac.uk/about/governance/key-officials/principal/), the University’s [Strategy (2018-23)](https://www.st-andrews.ac.uk/about/governance/university-strategy/) is to broaden its global influence, become more diverse and consolidate its current position as the top UK university ([Times and Sunday Times Good University Guide 2022](https://news.st-andrews.ac.uk/archive/top-of-the-class/)).

The Strategy sets out the University’s ambitions to grow its international profile, champion diversity and inclusivity, expand its portfolio of world-leading research, develop stronger links with industry, and embed a culture of entrepreneurship among students and staff.

St Andrews has placed social responsibility at the heart of the Strategy, with a pledge to manage growth in student numbers, foster a growing culture of sustainability, and pursue a research and teaching agenda for the wider public good.

The University is one of Europe’s most research-intensive seats of learning. In the [Research Excellence Framework (REF 2021](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ref.ac.uk%2F&data=05%7C01%7Csc350%40st-andrews.ac.uk%7C49aceb5f63c240c926ff08da4862842c%7Cf85626cb0da849d3aa5864ef678ef01a%7C0%7C0%7C637901885197306115%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=jhSn5A9k8jI8xV2A9dKVyyvOmE88Q37jibV8gR%2B14SQ%3D&reserved=0)) more than 88% of research carried out by the University of St Andrews is world-leading or internationally excellent. REF found that the overall quality of research at St Andrews had increased by 5.7% since the last assessment exercise in 2014.

St Andrews was ranked the top university in the UK in [The Times and Sunday Times Good University Guide 2022](https://www.thetimes.co.uk/article/good-university-guide-in-full-tp6dzs7wn): this is the first time in the history of the Guide, and UK university league tables in general, that a university other than Oxford or Cambridge has topped the rankings. St Andrews has consistently been ranked one of the UK’s top five universities in league tables compiled by [The Times and The Sunday Times](https://www.thetimes.co.uk/article/good-university-guide-in-full-tp6dzs7wn), [The Guardian](https://www.theguardian.com/education/universityguide) and the [Complete University Guide](https://www.thecompleteuniversityguide.co.uk/league-tables/rankings).

It is the third year that St Andrews has challenged the Oxbridge rankings, coming [second to Cambridge in 2020](https://news.st-andrews.ac.uk/archive/staff-and-students-help-st-andrews-to-league-table-first/) and [second to Oxford in 2021](https://news.st-andrews.ac.uk/archive/university-challenged-st-andrews-breaks-oxbridge/). It has frequently been rated the leading university in Scotland for [teaching quality and academic experience](https://news.st-andrews.ac.uk/archive/st-andrews-scoops-top-teaching-award/), and in the [National Student Survey 2021](https://news.st-andrews.ac.uk/archive/st-andrews-top-for-student-experience-2/) was the leading mainstream UK university for student satisfaction for the thirteenth year in a row.

In international and world rankings the University of St Andrews scores highly for teaching quality, research, international outlook and citations. It is a World Top 100 institution in the [QS World University Rankings 2022](https://www.topuniversities.com/university-rankings/world-university-rankings/2022).

St Andrews’ reputation for teaching, research and student satisfaction make it one of the most sought-after destinations for prospective students from the UK, Europe and overseas.

The University typically averages 12 applications per place and has not offered Clearing places for more than a decade. St Andrews has highly challenging academic entry requirements to attract only the most academically potent students in the Arts, Sciences, Medicine and Divinity.

St Andrews holds an Institutional [Athena SWAN Bronze Award](https://news.st-andrews.ac.uk/archive/athena-swan-awards/). Sixteen Schools hold [Bronze Awards](https://news.st-andrews.ac.uk/archive/university-secures-gender-equality-awards/), while the Schools of Physics & Astronomy and Psychology & Neuroscience have achieved [Athena SWAN Silver Awards](https://www.st-andrews.ac.uk/hr/edi/sex_gender/athenaswansupport/), and the School of Biology holds a [Gold Award](https://biology.st-andrews.ac.uk/edi/2021/05/10/school-of-biology-receives-an-athena-swan-gold-award/).