

# Job Description

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|--------------------------------------|---|
| <b>Post/Job Title:</b>               | <b>Head of Admissions</b>   |
| <b>Reference:</b>                    | <b>588</b>  |
| <b>Faculty/Professional Service:</b> | <b>Academic Services</b>  |
| <b>Group/Section:</b>                | <b>Admissions</b>   |
| <b>Location:</b>                     | <b>Studland House</b>   |
| <b>Normal hours per week:</b>        | <b>37</b><br><i>Note: Flexibility will be required in order to ensure that key time scales and deadlines are met. Leave is restricted at peak periods and some evening and weekend work may be required to support specific activities.</i> |
| <b>Grade:</b>                        | <b>10</b>   |
| <b>Accountable to:</b>               | <b>Academic Registrar</b>   |
| <b>Accountable for:</b>              | <b>Admissions teams (International and UK)</b>  |

## Job Purpose

The Head of Admissions is a senior leader responsible for the strategic development, implementation, and continuous improvement of admissions strategy, policy and processes, ensuring alignment with the university's strategic plan. This role will spearhead a major technology transformation project, driving the integration of automation into all admissions processes, ensuring Bournemouth University admissions positions itself at the forefront of sector innovation.

Under the strategic direction of the Academic Registrar:

- Lead, manage and co-ordinate the effective and efficient delivery of high-quality, integrated and enabling admissions services which are responsive and user-focused and support delivery of the university's strategic plan and Academic Services plans and priorities.
- Develop long-term strategies and implement plans to optimise efficiency and ways of working.
- Transform service delivery through a focus on continuous enhancement and digital first, supported by AI.
- Provide authoritative expert advice and guidance to the senior university team on matters relating to admissions.

## Main Responsibilities

1. Provide strategic leadership for the Admissions department, setting the strategic direction for admissions and leading the development of the university's admissions strategies, establishing clear measurable outcomes aligned with the university's strategic plan.
2. Act as the university's senior expert on admissions policy and sector best practice, admissions digital transformation, automation and systems integration, and provide authoritative advice and guidance to stakeholders.
3. Ensure the effective and efficient delivery of all admissions processes and procedures, fully aligned to university systems, admissions policies and compliant with all regulatory requirements (including the OfS and UKVI) and sector codes of practice, while delivering an excellent and responsive applicant experience.
4. Lead the design and implementation of admissions technology transformation projects, collaborating with student records teams, IT and Digital Solutions and other professional departments to embed future-proof digital solutions across all admissions systems, and related systems and operations.
5. Actively monitor, review and analyse internal and external admissions data and reports, and proactively identify actions and recommendations in response to data. Working closely with the Planning team, ensure that effective

and dynamic operational and strategic admissions reporting is in place and that appropriate management information is regularly disseminated to key stakeholders including the UET and faculties.

6. Ensure that all aspects of Confirmation of Acceptance of Studies (CAS) issuance within admissions are effective and efficient in line with agreed service standards, and that processes are compliant with policies, procedures and regulatory requirements at all times. Actively monitor management information to ensure ongoing compliance with UKVI thresholds and requirements, and identify actions as required in response to data.
7. Lead pro-active engagement and collaboration with UK and international recruitment, marketing and communications teams to ensure a responsive, high-quality, integrated end-to-end admissions experience for all applicants.
8. Lead the effective planning and operational delivery of Confirmation and Clearing to meet university objectives, working closely with marketing, recruitment and communications teams, and Chair related groups.
9. Provide strategic leadership in designing, implementing, and continually enhancing sector-leading and innovative admissions processes, fostering a culture of continuous improvement that leverages new ideas, technologies, and streamlined approaches to strengthen organisational efficiency, deliver measurable and cost-effective improvements, and ensure an excellent applicant journey aligned with the university's priorities.
10. Develop and implement robust measures to monitor service delivery, and define appropriate service measures, including applicant and stakeholder feedback mechanisms, and take action to meet departmental and university lead indicators and continuously improve services.
11. Develop appropriate structures and staffing to support admissions strategies and plans, ensuring a strong performance management ethos and an approach of accountability and ownership.
12. Provide influential leadership and on-going development for all staff within the department fostering adaptability and engagement during periods of significant change.
13. Maintain a high level of awareness of sector best practice, developments and technological advancements, proactively engaging with regulatory bodies, sector organisations and professional networks (including UKVI, UCAS, OfS, UUK, ARC). Provide high level analytical reports and briefings to the Academic Registrar and members of the University Executive Team (UET) and the senior leadership team as appropriate.
14. Effectively manage the departmental budget in accordance with university financial regulations and controls, including contributing to university savings targets where required.
15. As a member of the Academic Services Executive team, contribute to the strategic development of Academic Services, providing proactive and professional leadership and ensuring that core service priorities are met.
16. Deputise for the Academic Registrar as require including chairing and attending internal and external meetings and committees, performing delegated duties and professionally representing the interests of the service and university.
17. Undertake any other related duties as may be required by the Academic Registrar.

### **Contacts**

- Internal:** All Academic Services colleagues, University Executive Team, Senior Leadership Team, PVC Deans, Faculty leadership, partners, Directors of Professional Services, staff at all levels in Faculties and students.
- External:** OfS, UCAS, UUK, ARC, peers at other HEIs, relevant external suppliers including Enrolly.

### **Information Governance Responsibilities**

#### **Data User**

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

#### **Data Steward**

- i. Inspect, manager and monitor Information Governance compliance within their area.
- ii. Identify and manage data protection risks for the data used within their team/function.

### **Head of Admissions**

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- iii. Supervise what data is stored where, in what format and its quality throughout its lifecycle through to its appropriate deletion/destruction.
- iv. Ensure access is provided where there is a clear justification and removed when it is not required.
- v. Ensure appropriate safeguards are in place to protect data (e.g. physical and technical controls, and local processes and procedures are development, implemented, followed and regularly reviewed).

### **Additional Information**

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must, at all times, carry out their responsibilities with due regard to the university's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the university's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

# Person Specification

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| <b>Reference:</b>                    | <b>588</b>                      |
| <b>Faculty/Professional Service:</b> | <b>Academic Services</b>        |
| <b>SELECTION CRITERIA</b>            | <b>Essential/<br/>Desirable</b> |

| <b>Knowledge (including experience &amp; qualifications)</b>   |   |
|--|---|
| Degree or evidence of equivalent professional experience   | E |
| Postgraduate qualification   | E |
| Substantial experience of successful management of multi-function teams in complex business areas  | E |
| Evidence of successfully leading organisational change, delivering measurable improvements in performance and outcomes   | E |
| Extensive experience in leading complex, institution-wide projects, including strategic initiatives, technology projects and change programmes   | E |
| Track record of reviewing and enhancing processes to improve efficiency, cost-effectiveness, and service delivery  | E |
| Expert knowledge of sector regulations, digital transformation trends, and the opportunities and risks associated with AI in admissions  | E |
| Proven ability to manage departmental budgets effectively, ensuring financial accountability and value for money   | E |
| In-depth knowledge and understanding of UK HE Admissions, including international admissions and responsibility for CAS issuance, with significant experience and proven ability to provide high level authoritative senior expert advice and guidance | E |
| Substantial demonstrable experience of successful leadership and management of institutional level admissions teams (UG/PG and Home/International) and monitoring team performance to meet institutional KPIs and sector standards                     | E |
| Significant experience of strategic leadership of admissions systems and integration with related student record systems and data, and ensuring effective and efficient day to day operations  | E |
| Substantial experience at a senior level of leading the development of institutional level admissions strategies, policies, procedures and processes   | E |
| In depth knowledge and understanding of regulatory requirements related to UK HE Admissions and related functional activity, and proven track record of ensuring institutional compliance including, but not limited to UKVI and the OfS               | E |
| <b>Skills</b>  |   |
| Exceptional interpersonal and communication skills, with the ability to influence and engage stakeholders at all levels  | E |
| Proven ability to build and maintain strategic partnerships internally and externally, fostering collaboration and trust   | E |
| Strong and effective business skills, including expertise in HR, financial management and business partnering  | E |
| Advanced project and change management capabilities, with a track record of delivering complex initiatives successfully  | E |
| High levels of literacy, numeracy, and digital proficiency   | E |
| Outstanding analytical and problem-solving capability, able to review and evaluate complex data and issues and develop and implement innovative, practical solutions   | E |
| Effective negotiation and conflict resolution skills, ensuring positive outcomes in challenging situations   | E |
| Inspirational leadership skills, with the ability to motivate, develop, and manage large, diverse teams  | E |
| Strategic thinking and vision, translating goals into actionable plans and measurable outcomes   | E |

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|  |   |
|--|---|
| Exceptional organisational and prioritisation skills, managing complex workloads and meeting demanding deadlines | E |
| <b>Attributes</b>  |   |
| Strategic thinker with the ability to inspire and lead organisational change                                     | E |
| Able to lead and motivate large, diverse teams while fostering collaboration and inclusion                       | E |
| Demonstrates proactive, forward-thinking approach with strong decision-making under pressure                     | E |
| Works flexibly and effectively in dynamic, high-pressure environments  | E |
| Highly motivated, results-oriented, and committed to continuous improvement                                      | E |
| Maintains high ethical standards and acts as a role model for others   | E |
| Builds strong relationships and contributes positively as a team player  | E |
| Operates independently with excellent time management and ownership of outcomes                                  | E |
| Embraces creativity and seeks opportunities for improvement and transformation                                   | E |