

Job Description

Job title	Admissions Manager
School / department	Marketing, Communications and Recruitment
Grade	6
Line manager	Head of Admissions
Responsible for (direct reports)	Admissions Officers (Home)
Date of creation or review	24/09/2026

Main purpose of the job

Management of the home admission team and assist the Head of Admissions instil and maintain a culture of professionalism, responsibility and accountability. You will be required to significantly contribute towards the strategic planning of Admissions team and manage day to day operations. You are expected to deliver excellent services to all stakeholders and be proactive and responsive to university requirements as they arise.

Key areas of responsibility

- Accountability for day-to-day operations in the admissions team.
- Line management responsibility for admissions officers.
- Coordinate planning of workloads within the team.
- Establish service level standards for the admissions team in liaison with the University schools.
- Contribute significantly towards strategic planning of admissions team.
- Monitor and report progress towards admissions targets.
- Manage the processing of applications.
- Recording and management of data in the university student records system.
- Take ownership in maintaining the University's knowledge base regarding sector changes and specific issues in relation to compliance and support internal and external audits in relevant areas.
- Prepare reports and briefings on admissions policy matters.
- Manage key projects within the admissions team.
- Ensure compliance with sector initiatives and policies.
- Ensure adherence to UCAS deadlines and guidelines.
- Assist with the administration of DBS (Disclosure & Barring Service) checks, including recording DBS information onto the student records database.
- Represent the team and the university at meetings and conferences.
- Conduct appraisals for admissions assistants.
- Provide admissions advice and guidance to senior management and stakeholders.
- Support enrolment activities.
- Undertake general administrative duties.

In addition to the above areas of responsibility the post-holder maybe required to undertake any other reasonable duties relating to the broad scope of the position, commensurate with the post, and in support of the University.

Dimensions / background information

This role sits within the Marketing, Communications and Recruitment Department of the University of West London. The Admissions Team's primary objective is to process applications, delivering a service to UK and International markets which is both efficient and effective, supporting the University's academic schools to meet objectives for the size, quality and composition of their student population.

The wider Marketing, Communications and Recruitment Department includes professionals working on communications, events, student recruitment, advertising campaigns and more. Team members are encouraged to work closely together to share knowledge and insights.

Person Specification

	Criteria	Essential or Desirable ¹	Demonstrated ²		
			Application	Interview	Test / Exercise
Qualifications and/or membership of prof. bodies	First degree or equivalent knowledge and experience in a relevant area.	Essential	X	x	
	Postgraduate degree or equivalent professional qualification.	Desirable	X		
Knowledge and experience	Significant knowledge and experience of admissions processes and procedures in higher education.	Essential	X	X	
	Excellent interpersonal and communication skills.	Essential		X	
	Strong team management and leadership experience with proven ability to motivate and develop staff.	Essential	X	X	
Specific skills to the job	Working knowledge of the sector, and external factors impacting on education.	Essential	X	X	
	Knowledge of UK, EU and International qualifications.	Essential	X	X	
	Understanding of the UCAS process and direct admissions practices.	Essential	X	X	
General skills	Ability to plan, prioritise and manage complex operational activities.	Essential	X	X	
	Excellent interpersonal and communication skills.	Essential	X	X	
	Strong team management and leadership experience with proven ability to motivate and develop staff.	Essential	X	X	
Other	Ability and willingness to work outside of traditional business hours, including evenings and weekends.	Essential	X	X	
	Ability to work at all University sites as required.	Essential		X	
Disclosure and Barring Scheme Is a DBS Check required: DBS (This post does not require a DBS check) D Before making a selection, please refer to the University's Disclosure and Barring Checks Guidance for Staff and Criminal Convictions, Disclosures and Barring Staff Policy and Procedure. If a DBS check is required for the role, a Check Approval Form will need to be completed.					

¹Essential Criteria are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.

Desirable Criteria are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements, to determine which applicants to shortlist.

²Demonstration: Select the Recruitment Process stage at which the candidates will have to demonstrate that they meet the criteria. Criteria which have to be demonstrated at application stage should be mentioned in the Recruitment Information Pack as Pre-Selection/Killer Questions, Shortlisting Questions or Shortlisting Criteria. Other criteria should be evaluated and tested at interview stage (e.g. through interview questions) or through additional tests, exercises or presentations. Criteria can (and should) be demonstrated at multiple stages.