



Job Title: Admissions and Course Enquiries Officer

Unit/School: Marketing, Communications and Student Recruitment

Grade: 4A/B

HERA: MCSR43

## Core purpose of role

This is a key post that will contribute to the ambitions of the University's Strategic Plan 2030.

The post-holder will deliver a professional, fair and efficient applicant experience to UK and International applicants, whilst providing the academic schools with advice on process and acting as the institutional repository for qualifications expertise.

The role is a key customer-facing role within the University and will often be the first point of contact for prospective students. They are responsible for providing information, advice and guidance to prospective students about our courses, entry requirements, USPs and supporting customers in making and progressing their applications.

The role holder will be responsible for their own portfolio of programmes, ensuring consistent assessment of applications submitted. Members of the Admissions Team are expected to show a high level of support for their colleagues by sharing joint tasks across the whole team when required, (fluctuations and cover) as well as managing their own portfolios efficiently and with a high degree of accuracy.

A high level of customer service is expected to be provided to applicants, by making accurate and timely decisions on applications, short-listing applicants for interview, and working closely with key stakeholders including Admissions Tutors.

Working efficiently and flexibly, the role plays a key part in the delivery of an excellent applicant experience and assisting the University to meet its student number targets by admitting suitably qualified applicants. Admissions is cyclical with key times of activity for which annual leave cannot be sanctioned.

## Key responsibilities and contributions

- Act as a primary point of contact for inbound day-to-day communications and interactions with prospects, applicants and enquirers. Respond effectively across all channels (e.g. telephone, email, social, web, face- to-face) with the aim of enhancing, enriching and adding value to their interactions with the University.
- To utilise positive and effective communications skills to provide a customer focused and efficient information and advice service to applicants and potential applicants about the full range of educational opportunities offered by the University and to enhance the conversion of applicants to enrolled students.



- To promote attendance at appropriate events such as general open days, academic school specific events and taster events, by both telephone and e-mail responses and face to face.
- To track and follow up all enquiries to ensure that they are closed off satisfactorily. Answering all enquiries at first point of contact wherever possible.
- To contribute to a university-wide ethos of customer service excellence and inclusivity, including accurate and efficient enquiry capture and data management. (To maintain the University's Customer Relationship Management system (Ellucian) with high quality, accurate and complete information.
- To utilise and improve outbound communication templates, ensuring alignment with the Cardiff Met brand tone of voice (giving due consideration to different types of customers for instance Undergraduate and Postgraduate students).
- To build a thorough and in depth understanding of Cardiff Metropolitan University (its portfolio, USPs, facilities and services) and its associated operations (application routes, entry requirements, internal admissions processes and conversion activities), and utilise and apply this knowledge when engaging prospects and applicants and responding to enquires.
- To assess suitability for courses based on pre-set entry requirements and advise prospective students about qualifications (for instance using UCAS or NARIC) and alternative application routes and provide other relevant information to international students.
- Provide administrative support to the Admissions colleagues as required (updating records and entering decisions onto systems, conducting outbound calls, dispatching printed information).
- To make admissions decisions in accordance with Cardiff Metropolitan University's selection criteria, English language requirements and delegated decision-making authority. Inputting admissions decisions into the relevant system and issuing offers to applicants.
- Liaising with School admissions tutors and other professional services where necessary, (e.g. Interviews, documentation/qualification checks), ensuring that applications continue to progress through the process meeting service level targets.
- Assess supporting documentation and carry out initial fee status assessment.
- To maintain admissions records with high levels of accuracy. To ensure the data quality of applicants' records for courses, in particular that the records include all data required for University returns, and that the correct data is supplied for external bodies when required e.g. Confirmation of Acceptance to Study (CAS).
- To assist and advise members of academic staff, where appropriate, with particular regard to UK qualifications and their equivalence with overseas qualifications.

- All actions must be taken in accordance with regulations, policy, guidelines and deadlines laid down by the University and by government and external agencies, for example, UCAS, GDPR, UKVI.

## **Additional Information:**

- Any other responsibilities within the competence of the post holder as may be assigned by the Admissions and Course Enquiries Team Leader/Head of Admissions
- The role holder will be required to support the delivery of events, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) Open Days, Graduation, Enrolment, Confirmation and Clearing, Commercial/Research Events, Student Events, External Events.

## **Person specification**

### **Essential qualifications / Professional memberships**

- First degree or equivalent extensive work experience in Admissions and Customer Service

### **Essential experience, knowledge and skills**

1. Experience of managing an application or recruitment process within a higher education institution preferably, including experience of Admissions or University administration.
2. Has excellent communication skills including the ability to convey detailed information to non-experts in an engaging manner while considering the needs of different audiences whose first language may not be English.
3. Experience of working in a high volume processing environment using complex databases and using initiative in carrying out your duties.
4. Experience of solving problems effectively and efficiently with an understanding of complex procedures and regulations relating to university admissions.
5. Knowledge and understanding of University Admissions for Home and International undergraduate and postgraduate students.
6. Knowledge and understanding of UK and International qualifications for access to Higher Education.
7. Proficiency in IT including the use of Microsoft Office and databases.
8. Strong time management, organisation and problem solving skills.

9. Ability to work under pressure, prioritise tasks and meet deadlines.
10. Ability and experience of team working and developing good relationships with internal and external stakeholders.
11. Flexible and able to adopt to changes in procedures, systems and circumstances.
12. Commitment to professionalism, collaboration, and high service standards.

### Desirable

1. Experience of working in Admissions and processing decisions for Home and International applicants using UAS and Admissions/Student systems.
2. Experience of reporting tools such as Business Objects for monitoring and providing information to stakeholders.

### Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: [Welsh language skills levels](#). If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
<b>A1 – Beginner</b> Can understand and use familiar everyday expressions and very basic phrases in Welsh.	Desirable	Desirable	Desirable	Desirable
<b>A2 - Basic user</b> Can deal with simple, straightforward information and communicate in basic Welsh.				
<b>B1 - Intermediate user</b> Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
<b>B2 - Upper intermediate user</b> Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
<b>C1 - Fluent user</b>				



Can communicate fluently in Welsh.				
<b>C2 - Master user</b> Can communicate fluently on complex and specialist matters in Welsh.				

### Disclosure & Barring Service requirements

This post does not require a DBS check.

### Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.