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**Job Description**

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| **Job title:** | **Admissions Officer (Data & Analysis)** |
| **Department/School:** | **SRAO** |
| **Grade:** | **6** |
| **Location:** | **This post will be based at the Claverton Down campus, Bath and any other location of service run by the University of Bath** |

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| **Job purpose** |
| You will have lead responsibility for the development and delivery of admissions management information across all functions of the Undergraduate Admissions Team, delivering reporting to meet both annual monitoring requirements and ad hoc requests as required. You will play a key role in supporting the Head of UG Admissions in their responsibilities for planning and delivering admissions numbers management, including providing day-to-day guidance to the UG Selection Team.  You will conduct statistical analysis to underpin work across admissions and outreach activities including the delivery of key reporting on these activities for the Office for Students. Working with the University’s CRM systems, you will specify and provide the necessary tools for Faculty Marketing Teams to target their communication activities with applicants accurately. In your capacity as a technical expert on UG admissions data you will ensure the department’s responses to Freedom of Information (FOI) requests is timely and appropriate manner and you will support the Admissions Manager (Business & Systems Development) in their work to maintain and improve the department’s databases and systems.  As a member of the wider UG Admissions Team you will also be expected to contribute to selection processes during busy periods.  You will be required to produce data and analysis for a range of internal and external audiences, liaising with colleagues across the University as appropriate and managing your time to deliver a high standard of service for all stakeholders. A consistent high attention to detail is essential, as is a flexible and creative approach to problem-solving. |

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| **Source and nature of management provided** |
| Line management is provided by the Head of UG Admissions |

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| **Staff management responsibility** |
| You will not directly manage staff but may give work directions to UG Admissions Selectors as required. You may deputise for any of the Admissions Managers as required. |

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| **Special conditions** |
| Occasional weekend work may be required for which time-in-lieu is provided. Some off-campus travel is required from time to time. Time-off during the second half of August is limited due to the responsibility of the UG Admissions Team for Confirmation. |

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| **Main duties and responsibilities** | |
| You will be expected to: | |
| **1** | Devise and deliver an annual plan for the production of admissions management information to meet internal and external reporting requirements, including data for annual monitoring by academic departments and university committees. Contribute to relevant internal reports as required. |
| **2** | Support the Head of UG Admissions and Director of Admissions Outreach in the routine monitoring of performance against admissions targets. Work with the Head of UG Admissions to draw up annual offer target plans based on institutional recruitment targets. Provide oral and written briefings for staff in admissions and academic departments on admissions performance as required. Support the Head of UG Admissions in the communication of admissions plans within the department and provide guidance to admissions colleagues on interpreting admissions numbers. |
| **3** | Manage all admissions-related management information requests, specifying and producing undergraduate and postgraduate data and reports for colleagues across the University and in response to FOI requests. Provide detailed statistical analysis of produced data, including reports and presentations, as required. |
| **4** | Develop reporting tools and capabilities within the UG Admissions Team. Liaise with colleagues in the department and the Academic Registry to ensure admissions reporting requirements are maintained and management information across admissions processes and student databases is improved. |
| **5** | Support the University’s widening participation strategy with appropriate management information relating to the targeting of outreach activity and the profile of Bath’s applicants and entrants. Using appropriate reporting software and techniques, produce data and analysis on the impact of the University’s widening participation activities to meeting requirements laid out by the Office for Students. |
| **6** | Using CRM systems, create, maintain and distribute template communications lists to meet the needs of Faculty Marketing Teams, academic departments and other professional services as required, ensuring accuracy and compliance with the University’s Applicant Communications Protocols. Deliver training to CRM users on the use of these template lists as required. |
| **7** | Produce annual monitoring of competitor institution behaviour within admissions at a course/department level and produce and analyse competitor information to support admissions colleagues. Contribute admissions evidence to relevant market research, including support for new programme development. |
| **8** | Support the Admissions Manager (Business Systems Development) in the maintenance and continued development of admissions business systems, liaising with Computing Services and participating in projects relating to admissions databases and systems as required. |
| **9** | Contribute to the work of the UG Selection Team during busy periods including providing a second check for selection decisions. |
| **10** | Support the annual production of the University’s undergraduate prospectus and digital content by ensuring course data and entry requirements are accurate and up-to-date. Maintain internal records and documentation of the University’s undergraduate degrees where appropriate. |
| **11** | Undertake other duties and responsibilities as requested by the Director of Admissions & Outreach or the Head of UG Admissions from time to time. |
| You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager. You are required to follow all University policies and procedures at all times and take account of University guidance. | |

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**Person Specification**

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| **Criteria** | **Essential** | **Desirable** |
| **Qualifications** |  |  |
| A first degree or equivalent professional experience | 🗸 |  |
| **Experience/Knowledge** |  |  |
| Significant experience of working in an administrative role | 🗸 |  |
| Experience of working in HE admissions |  | 🗸 |
| Knowledge of data management legislation and good practice including Freedom of Information and Data Protection Acts | 🗸 |  |
| Experience of maintaining and developing record systems | 🗸 |  |
| Experience of working in a customer service context | 🗸 |  |
| Knowledge of UK Level 3 qualifications and the UK secondary and higher education systems |  | 🗸 |
| Knowledge of widening participation issues in UK higher education including the use of contextual indicators and datasets  |  | 🗸 |
| **Skills** |  |  |
| Substantial experience of data manipulation, analysis and interpretation | 🗸 |  |
| Excellent written communication skills | 🗸 |  |
| Proficient in the use of databases and reporting tools such as Business Objects; familiar with data warehouses/dashboards/business intelligence systems | 🗸 |  |
| Proven proficiency with statistical analysis packages (such as SPSS or similar) and analysis techniques |  | 🗸 |
| Information management skills including a high level of accuracy and attention to detail | 🗸 |  |
| **Attributes** |  |  |
| Capacity for independent working as well as the ability to contribute as an active member of the team | 🗸 |  |
| Competent, conscientious and motivated with a methodical approach to work | 🗸 |  |
| Able to prioritise objectives and work tasks and meet objectives and deadlines | 🗸 |  |
| Adaptable and flexible, with the ability to learn new skills quickly | 🗸 |  |