Job Description – Senior Manager, Student Recruitment Operations

About the role
The role holder will provide leadership of the delivery of student facing operations in the SRSC. This will enable students and prospective students to make the right study choices leading to successful progression, qualification and completion, ensuring student satisfaction.

The role has the following key elements:

1. To lead and manage the day to day operation of the SRSC first line response alongside other managers across the Centre, and to lead and manage the team of Student Recruitment Team Managers, to ensure key business targets are met, including quality and service standards as well as enquirer conversion levels and other Key Performance indicators.

2. To deliver and develop the Information service within the SRSC as part of the Information, Advice and Guidance model, with accountability for the delivery of a curriculum appropriate information service to the students and potential students of a Faculty/CAU. To work with the extended management team across the SRSCs to ensure an integrated approach to efficient and effective operational delivery of curriculum appropriate recruitment and support for all students.

3. To manage the SRSC allocated budgets for Student Recruitment in their location.

Key responsibilities
Management of day to day operation of the Student Recruitment & Support Centre, ensuring key business targets are met:

- Responsible for operational, performance and delivery of service standards for inbound, outbound, email and a developing social and digital channel.
- Ensure effective deployment of staff to deliver service levels.
- Manage processes and procedures for the conversion and recruitment of students.
- Oversee complex workflows, allocation and capacity to ensure student and enquirer interactions are responded to efficiently and effectively and in as seamless a way as possible.
- Actively monitor performance and quality to ensure agreed service standards, performance targets and operating procedures are met and exceeded.
- Contribute to the regular evaluation and development of these standards.
- Exercise judgement in dealing with complex issues such as complaint resolution, and exception decision making, interpreting and applying University procedures and guidelines to resolve individual student’s problems.
Leadership and performance management of a team of Team Managers, Student Recruitment and Fees including:

- Recruit, train, performance manage and develop staff in line with guidelines and to ensure individuals are supported and developed (CDSA) to help them fulfil their potential.
- Communicate with individuals and with team to share information and direction, and to maximise productivity levels and quality standards.
- Manage resource challenges, minimising attrition and absences wherever reasonable.

Management of budgets allocated to the Student Recruitment & Support Centre:

- Assess the financial implications of proposed expenditure.
- Ensure resources are allocated effectively within budgets.

Personal Development:

- To continually develop skills and knowledge to maintain and improve personal performance, in the spirit of continuous improvement and to adopt correct and evolving business practices and procedures.
- Undertaking all duties in accordance with internal policy and external legislation.
- Providing feedback to contribute to colleagues’ performance development.
- Accepting feedback from colleagues to improve personal skills and knowledge.

Development and continuous improvement of good internal and inter team working and service provision:

- Attending and actively participating in team meetings and developmental activities.
- Exploring service improvements and enhancements with relevant SRSC staff.
- Contributing to business improvement ideas and initiatives, making recommendations as appropriate.
- Showing initiative and judgement in helping the team to run smoothly, and working with and supporting other teams as required.

Other Responsibilities:

- Contribute to relevant practitioner and working groups established to promote informed, efficient, effective and consistent support services to students and prospective students to enable them to make successful study choices leading to study progression, qualification completion and customer satisfaction.
- To contribute to the wider management of the sub unit, as required, and to participate in management team meetings within the SRSC.
- To liaise closely with relevant CAU staff as well as the other Managers across the SRSC across all four nations to provide excellent service to students and prospective students to enable them to effortlessly make good study choices and to adopt successful behaviours.
- To liaise closely with other areas of the University including relevant CAU, Marketing, Finance and Business Development Unit staff as well as the other Managers across the SRSC to develop new working practices and business opportunities.
- To participate in University projects and developments related to the Student Recruitment and Support area.
- To contribute to the University’s planning processes when requested.
- To carry out any other duties appropriate to their grade as required by the senior management of the Student Recruitment and Support area.
**Person specification**

**Skills and experience**

**Essential:**
- A first degree or equivalent experience is required and extensive experience of working in a customer service/contact centre operation.
- Extensive experience of managing, coaching and developing staff.
- Recent experience of managing within a multi-channel social Contact Centre environment with responsibility for both inbound and outbound activity.
- Ability to understand and manage high volume call and email handling.
- Ability to manage change within a complex business environment.
- Experience of managing the use of on-line databases to deliver services and of interrogating databases for information.

**Desirable:**
- Experience of specifying systems development requirements.
- Experience of working in an environment where web chat and social channels are used.

**Personal abilities and qualities**

**Essential:**
- Willingness to engage with new technological systems and the ability to absorb new concepts.
- Demonstrable ability to manage and control a medium scale operation with multiple communication channels. Experience of setting, meeting and reporting appropriate performance measures and standards.
- Demonstrable numeracy skills and ability to analyse statistical information.
- Experience of forecasting and managing budgets and of managing resources effectively.
- Ability to understand the financial implications of plans/proposals.
- Proven ability to lead and manage a team effectively.
- Ability to meet deadlines and achieve targets.
- Resilience and adaptability to deal with unforeseen work demands and prioritise and organise work effectively.
- Ability to act as a role model that encourages teamwork, new ideas and motivates colleagues.
- Ability to handle ambiguity and uncertainty.
- Experience of operating effectively within a multi-site management team.
- Excellent oral and written communication skills.
- Ability to write clearly and effectively for a range of audiences.
- Evidence of ability to negotiate effectively with internal and external customers.

**Desirable:**
- Experience of successful financial management in a previous role.

**Special Working Conditions (Essential)**
- The post holder will be required to work to an agreed pattern, between the hours of 8.00am - 8.00pm Monday to Friday and Saturdays 9.00am to 5.00pm, as directed by business demands.
• Please note that leave in the busy peak periods is severely restricted. Current peak periods are end of August, September and January.
• Role holder may be required to attend meetings/events at various venues across the UK for business, training and evaluation purposes.