



Job Description and Person Specification

Summary

Job title:	Associate Director of Recruitment and Admissions
Area:	Marketing, Recruitment and Admissions
Reference:	EHM0333-0926
Grade and Salary:	Competitive Salary
Contract Type:	Permanent
Hours:	Full Time (37 hours per week)
Location:	Hybrid with base at Ormskirk, Lancashire, L39 4QP
Accountable to:	Deputy Vice Chancellor Business Development & External Engagement
Reporting to:	Director of Marketing, Recruitment and Admissions

About the Role

The Associate Director of Student Recruitment and Admissions provide strategic leadership for the University's student recruitment and admissions functions.

You will lead the development and delivery of integrated recruitment and admissions strategies that support student number targets, financial sustainability and the University's strategic ambitions. You will oversee the applicant journey from initial engagement through to enrolment, ensuring recruitment and admissions services are inclusive, evidence led, compliant and applicant centred.

As the University's senior expert on student recruitment and admissions, you will advise senior leaders, manage regulatory and reputational risk, lead service transformation and build effective partnerships across the University and externally.

As part of this role, you will need to be willing to work flexibly, including evenings and weekend work during key recruitment events and admissions periods and be required to travel to represent the university and support recruitment activity.

About Us

Founded in 1885 as the first non-denominational teacher training college for women, Edge Hill was born from a belief that education could – and should – change lives. It's a university that has always been shaped by those willing to move forward, even when it meant standing apart. Today, Edge Hill is a pioneering university defined by action, where staff play a vital role in connecting students to real skills, real networks and real futures.

The University's teaching, research and innovation transforms lives, creates opportunity and strengthens society. 62% of the University's research was classed as 'world-leading' or 'internationally excellent' in the 2021 Research Excellence Framework.

It has over 12,000 students studying at both undergraduate and postgraduate level. As a university based in the heart of the North West, it takes a connected approach in bringing together education, business, public services and communities.

Edge Hill was awarded University of the Year for Student Experience (Daily Mail University Guide 2026) and 5th in the UK Overall (Uni Compare 2026). In 2024, it was the first University to achieve Ofsted Outstanding for all phases of its Initial Teacher Training provision under the new Inspection Framework.

The University aims to create an environment in which colleagues can thrive, adapt and lead in a changing world. With a strong focus on continuous improvement, inclusion and wellbeing, the University places staff, students and communities at the heart of its success. For staff, this means the opportunity to contribute to a values-led institution, work collaboratively across disciplines and services, and build a rewarding career in an ambitious university community.

Continued investment in campus facilities and digital infrastructure supports an ambitious and inclusive working environment. This includes a £17.4m Life Sciences Building, alongside a £35m investment in brand new accommodation and a Students' Union building which opened at the beginning of October 2024. It has also been recognised as one of the UK's best green spaces for 14 successive years (Green Flag Award 2025).

The University is committed to providing staff and students with accessible, high-quality services, underpinned by innovation, collaboration and a culture that values people.

Duties and Responsibilities

Strategic Leadership

1. Lead the development and delivery of an integrated University wide student recruitment and admissions strategy, aligned with the University Strategy, academic portfolio, and institutional student number targets
2. Translate institutional priorities into effective recruitment and admissions plans, ensuring clear objectives, performance measures, accountabilities, and resources are in place
3. Drive the planning, implementation, and evaluation of change programmes, ensuring effective engagement, communication and adoption across teams and stakeholders
4. Provide authoritative advice and recommendations to the Director, Executive Team and senior university committees on recruitment performance, admission strategy, sector developments, market opportunities, and associated risks
5. Contribute to institutional planning, portfolio development and financial forecasting by providing robust intelligence on applications, conversion, market demand and recruitment performance

6. Maintain an informed understanding of the external higher education environment, anticipating change in applicant behavior, government policy, regulation and market conditions
7. Represent the University at relevant internal and external forums, strengthening the profile and developing partnerships that support recruitment and admissions objectives

Student Recruitment

1. Provide strategic leadership for student recruitment activity across undergraduate, postgraduate and other priority markets, ensuring activity supports agreed institutional targets and priorities
2. Lead the development and implementation of annual recruitment plans, informed by market intelligence, applicant insight, competitor activity and performance data
3. Oversee the university's schools and colleges engagement, education liaison outreach and recruitment partnerships, ensuring resources are focused on activities that deliver strategic value
4. Lead the strategic development and delivery of recruitment events, including open days and applicant focused events, ensuring they provide an inclusive high-quality experience and support conversion
5. Identify opportunities to enter new markets, develop partnerships, and strengthen recruitment pipelines, presenting evidence-based recommendations to senior leaders
6. Work with academic leaders to develop recruitment approaches that respond to portfolio priorities, changing demand and programme level performance
7. Ensure recruitment activity is coordinated effectively with marketing, communications, access and participation, international recruitment and academic planning

Admissions

1. Provide strategic leadership for the University's admissions services, covering relevant undergraduate, postgraduate, home and international admissions activity.
2. Ensure applications are assessed fairly, consistently and efficiently, with clear service standards and appropriate quality assurance arrangements.

3. Lead the development and implementation of the University's offer-making approach, ensuring decisions support recruitment targets while maintaining academic standards and regulatory compliance.
4. Oversee strategic and operational planning for key admissions periods, including Confirmation, Clearing and enrolment.
5. Ensure robust processes are in place for admissions decisions, applicant complaints and appeals, qualifications assessment and other complex cases.
6. Work with academic leaders to establish appropriate admissions criteria and approaches, particularly for programmes with capped numbers, professional requirements or specific regulatory considerations.
7. Ensure admissions policies and practices are inclusive, transparent and accessible, and support the University's access and participation commitments.

Applicant Journey and Conversion

1. Provide strategic oversight of the applicant journey from initial engagement through to enrolment, ensuring recruitment and admissions activities operate as a coordinated service.
2. Lead the development of evidence-led applicant conversion strategies, using data and insight to identify critical points in the applicant journey and improve outcomes.
3. Work closely with marketing and communications colleagues to ensure prospective students and applicants receive timely, accurate and engaging information.
4. Establish service standards and performance measures for recruitment and admissions, ensuring applicants receive consistent and high-quality experience.
5. Use applicant feedback, behavioural insight and performance information to remove unnecessary barriers and drive continuous improvement.
6. Ensure the needs of applicants from a wide range of backgrounds are considered when developing recruitment activity, admissions processes and communications.

Data, Market Intelligence and Performance

1. Lead the use of recruitment and admissions data to support institutional planning, student number forecasting, target setting and decision-making.
2. Provide clear and authoritative reports to senior leaders on enquiries, applications, offers, conversion, enrolment and emerging market trends.
3. Establish an integrated performance framework for student recruitment and admissions, with clear key performance indicators and mechanisms for reviewing progress.
4. Identify areas of underperformance or risk and lead timely, evidence-based interventions to improve recruitment and conversion outcomes.
5. Ensure the integrity, security and appropriate use of recruitment and admissions data.
6. Work collaboratively with planning, finance, academic and professional services colleagues to improve the quality and consistency of institutional forecasting.

Policy, Governance and Compliance

1. Lead the development, review and implementation of University policies relating to student recruitment and admissions.
2. Ensure recruitment and admissions processes comply with relevant legislation, regulatory requirements, University policies and sector expectations.
3. Maintain effective governance, quality assurance and audit arrangements across recruitment and admissions activity.
4. Provide senior oversight of risks relating to regulatory compliance, applicant experience, recruitment performance and institutional reputation.
5. Ensure appropriate controls are in place for the handling of applicant information, sensitive personal data and admissions decisions.
6. Monitor external developments and ensure the University responds effectively to changes in legislation, regulation, policy and sector practice.

Partnerships and Stakeholder Engagement

1. Build effective relationships with senior academic and professional services

leaders to support a coordinated institutional approach to recruitment and admissions.

2. Develop strong external partnerships with schools, colleges, careers services, employers, community organisations and other relevant stakeholders.
3. Represent the University with relevant sector, regulatory and professional bodies.
4. Ensure Faculties receive appropriate advice, insight and support to develop and deliver effective recruitment and admissions plans.
5. Use influence and professional credibility to secure support for University-wide improvements and new ways of working.

Leadership and Resource Management

1. Provide visible, inclusive and values-led leadership across student recruitment and admissions.
2. Lead and develop senior managers, establishing clear responsibilities, objectives and performance expectations.
3. Create a collaborative and high-performing culture in which colleagues understand how their work contributes to institutional priorities.
4. Ensure workforce structures, skills and resources are aligned with changing service requirements and recruitment cycles.
5. Manage significant budgets and resources, ensuring expenditure is prioritised effectively and provides value for money.
6. Build organisational resilience by supporting succession planning, professional development and effective knowledge sharing.
7. Contribute as a senior leader to the development of the wider Marketing, Recruitment and Admissions directorate.

In addition to the above all Edge Hill University staff are required to: adhere to all University policies and procedures; complete all mandatory training and induction modules, including Equity, Diversity & Inclusion and Health & Safety; engage in appropriate learning and development activities; actively participate in performance review; demonstrate excellent customer care; contribute to an inclusive environment for everyone; respect confidentiality; act in a sustainable

and environmentally conscious manner; and proactively consider accessibility in all aspects of your work.

Eligibility

Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification attached.

Person Specification

Please note that applications will be assessed against the Person Specification using the following criteria, therefore, applicants should provide evidence of their ability to meet all criteria. Where a supporting statement is indicated you will be asked to provide a statement of how you meet this criterion within the application form.

Qualifications

Criteria	Essential or Desirable Criteria	Method of Assessment
A degree or equivalent professional experience.	Essential	Application
Evidence of significant continuing professional development in student recruitment, admissions, leadership, management or a related area.	Essential	Application
A postgraduate, leadership, management or relevant professional qualification.	Desirable	Application
Membership of a relevant professional or sector body.	Desirable	Application

Experience and Knowledge

Criteria	Essential or Desirable Criteria	Method of Assessment
A successful track record of developing and delivering recruitment or admissions strategies that have contributed to organisational targets and priorities	Essential	Application, supporting statement and Interview
Experience of leading complex, high-volume services through senior managers and multidisciplinary teams through change and uncertainty and build trust	Essential	Application, supporting statement and Interview
Experience of providing strategic advice, reports and recommendations to Executive-level stakeholders or senior decision-making bodies.	Essential	Application, supporting statement and Interview
Experience of using data, market intelligence and performance information to shape strategy, forecast outcomes and direct organisational resources, supported by highly developed strategic, analytical and problem-solving skills with the ability to interpret complex information and make well-informed decisions.	Essential	Application, supporting statement, presentation and Interview
Significant experience of initiating and leading organisational change, service transformation or process improvement.	Essential	Supporting statement and Interview
Experience of developing organisational policy and ensuring its effective implementation.	Essential	Interview
Experience of managing and identifying complex regulatory, compliance, operational and reputational risks	Essential	Supporting statement and application
Experience of managing significant budgets and resources and demonstrating value for money.	Essential	Application, supporting statement and Interview
Experience of building influential relationships with senior academic leaders, professional services and external partners that contribute to institutional objectives	Essential	Application, supporting statement and Interview
Comprehensive understanding of the applicant journey and the relationship between student recruitment, admissions, conversion and enrolment.	Essential	Application, presentation, supporting statement and Interview

Criteria	Essential or Desirable Criteria	Method of Assessment
Strong understanding of the external factors affecting higher education recruitment and admissions, including changing markets, applicant behaviour, regulation and government policy.	Essential	Supporting statement and Interview
Experience of leading both student recruitment and admissions services.	Desirable	Application and Interview
Experience of undergraduate, postgraduate and international recruitment or admissions.	Desirable	Application and Interview
Experience of working with schools, colleges, careers services or external recruitment partners.	Desirable	Application and Interview
Knowledge of relevant recruitment, admissions, CRM or student records systems.	Desirable	Application and Interview
Experience of representing an organisation with external sector or regulatory bodies.	Desirable	Application and Interview

Leadership and Management

Criteria	Essential or Desirable Criteria	Method of Assessment
Significant senior leadership experience within student recruitment, admissions, student administration or a related higher education professional service, with the ability to provide strategic direction, translate institutional objectives into operational delivery and demonstrate visible, inclusive leadership.	Essential	Application and Supporting Statement
Strong political awareness and the ability to navigate complex organisational relationships.	Essential	Interview

Abilities and Skills

Criteria	Essential or Desirable Criteria	Method of Assessment
Excellent communication and presentation skills, including the ability to explain complex matters clearly to Executive, academic, professional and external audiences.	Essential	Presentation
Strong influencing and negotiation skills, with the credibility to challenge constructively and secure support for organisational change.	Essential	Presentation and interview
Ability to manage competing priorities and make sound decisions in complex, sensitive and high-pressure situations.	Essential	Application and Interview
Strong financial and commercial awareness, including an understanding of the relationship between student recruitment and institutional sustainability.	Essential	Application and interview

Candidate Guidance and How to Apply

Join our team at Edge Hill University! We're looking for talented individuals to join our dedicated and supportive community and make a difference to our students. At Edge Hill we value the benefits a rich and diverse workforce brings and welcome applications from all sections of society.

Have any questions?

For informal enquiries about this vacancy, please contact Caitlan McCann, Interim Director of Marketing, Recruitment and Admissions at

Caitlan.McCann@edgehill.ac.uk

Ready To apply:

1. Go to our jobsite - <https://jobs.edgehill.ac.uk/Vacancies.aspx>
2. Find the role you wish to apply for.
3. Click the "**Apply Online**" button on the job advert and follow the easy steps to prepare and submit your application.

4.

Key points:

- **Closing date:** Please refer to the advert for the closing date for this vacancy. Vacancies automatically close at 23:59pm [GMT]. Please note, that the University may on occasion close a post early if vacancies attract high volumes of applications; we therefore encourage you to prepare and submit your application in good time.
- **Next steps:** We'll contact you by email, usually within two weeks, to let you know if you have been shortlisted.
- **Shortlisting:** Information you provide on your application will be assessed against the person specification for this role. We encourage you to clearly show how you meet the requirements presented in the person specification. We encourage use of specific examples of your experience, knowledge and skills within your supporting statement(s).
- **Pre-employment checks:** Following offer, successful candidates will need to provide original proof of identity, qualifications and professional memberships, and evidence their right to work in the UK. You will also complete a pre-employment health questionnaire to support Edge Hill University make appropriate adjustments to support you in the role.
- **References:** You will be asked to provide details of two referees on your application form. References will be collected following issue of an offer of employment. Guidance on how to select your referees is provided on the form. The University may ask you for alternative or additional referees to cover your previous three years of employment during pre-employment
- **Start date:** A start date will be arranged after pre-employment checks are completed.