



Job title	Applicant Services Administrator	Job family and level	Administrative, Professional and Managerial Level 2
School/ Department	Student Recruitment	Location	University of Nottingham

Purpose of role

The Applicant Services Administrator provides essential support within the Applicant Services team, contributing to the smooth delivery of enquiry management, conversion activities and events using phone, email and social media. The role involves handling data entry, updating records, managing routine enquiries, and supporting team operations.

You will work in teams to run a proactive outbound and responsive inbound contact centre and conversion function using a blend of communication channels including email, phone, WhatsApp and peer to peer platforms to engage prospective students and guide them along their journey.

The team will be moving towards an approach of personalisation, using new platforms where appropriate, measuring customer service and customer experience metrics.

You will be working on conversion activity in liaison with academic units.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1.	Customer Experience and Contact Handling - Respond to prospective student enquiries, providing accurate information or directing queries to relevant team members. - Maintain shared inboxes and communication logs. - Enquiry handling and conversion activities, including interviews, supporting events, and outbound calls to prospective students. - Support the prospective student journey ensuring a great customer experience at every touch point.	60%
2.	Conversion Support - Provide support for conversion activities, including data entry, events and document preparation. - Assist with the delivery of interviews for professional courses	20%

	▪ Contribute to conversion campaign activity in liaison with academic units. ▪ Assist with scheduling appointments, meetings, and events.	
3.	Team Collaboration • Contribute to a collaborative team culture, supporting colleagues and participating in training. • Share feedback and ideas for improving processes. • Requires flexibility to work some evenings and weekends – agreed in advance (minimum four Saturdays per year, pro rata to support recruitment events in particular Open days and Experience Days), with overtime or TOIL agreed in advance with your manager.	15%
4.	Data and Records Management ▪ Update and maintain accurate records in CRM and other systems. Assist in preparing reports and performance summaries.	5%

Person specification

	Essential	Desirable
Skills	▪ Good communication skills. ▪ Attention to detail and accuracy in data entry. ▪ Organisational and time management skills. ▪ Basic IT literacy, including Microsoft Office.	▪ Familiarity with CRM systems. ▪ Understanding of student recruitment processes.
Knowledge and experience	▪ Experience in an administrative or customer service role. ▪ Handling routine enquiries and basic data management. ▪ Supporting team activities.	▪ Experience in a higher education setting. ▪ Involvement in event support or delivery.
Qualifications, certification and training (relevant to role)	▪ Vocational qualifications (NVQ 2-3, City & Guild) or equivalent, plus some experience in a relevant role. OR Considerable work experience in a relevant role/relevant life experience reinforced by work experience.	
Working arrangements	Flexibility to work outside normal hours on occasion, including evenings and weekends, is required. This includes a minimum of four Saturdays per calendar year (pro rata) to support recruitment events. Additional evening or weekend work may be required at peak periods, such as: A-Level Day as well as supporting UK and international conversion activities. An embargo on annual leave around A-Level Day may be implemented, with notice provided in advance. Paid overtime or time off in lieu (TOIL) must be agreed in advance with your manager for any extra hours worked	



Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

Valuing people	Is open and welcoming of others, approachable and respectful. Considers the wider point of view and delivers appropriate support and guidance to colleagues.
Taking ownership	Shows initiative and takes responsibility for own actions. Offers clarity and tactful support to colleagues to aid decisions and actions.
Forward thinking	Demonstrates the ability to learn, and enjoys the opportunity to develop. Likes to share and implement new ideas and improvements in their area of work. Seeks feedback from others.
Professional pride	Is self-appraising, seeking feedback from others and acts as a great role-model at all times. Keen to deliver the job well and be an effective member of the team.
Always inclusive	Is sensitive to the needs of others and understands every person is important, right across the organisation, irrespective of level, culture, disability or any other characteristic.

Key relationships with others



