



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Head of Admissions

Department/Division: Recruitment and Admissions – Academic Registrar’s Division (ARD)

Accountable to: Director of Recruitment and Admissions (DoRA)

The London School of Economics and Political Science (LSE) is one of the world’s leading institutions for the study of the social sciences. With 20 Nobel Prize winners, 37 past or present heads of state and ranking among the top 50 universities in the world (QS 2024), we are a truly international university at the forefront of global policy debate.

The LSE2030 strategy commits LSE to Educate for Global Impact. This means developing lifelong, research-rich learning opportunities for students from all backgrounds. By creating a sense of belonging, we equip students with the skills, knowledge and confidence to be critical investigators, confident entrepreneurs and culturally aware agents of change.

The Admissions team, part of Recruitment and Admissions, sits in the Academic Registrar’s Division (ARD). ARD plays a vital role in supporting the School strategy. ARD’s purpose is to provide high quality support, guidance and administrative services to prospective students, applicants, current students, staff, and other stakeholders. Through the campaigns and activities delivered by Recruitment and Admissions, we aim to inspire, support and attract a diverse range of students, providing them with an outstanding applicant experience that is fair, transparent and efficient.

Recruitment and Admissions takes lead responsibility for achieving the School’s student recruitment targets. It comprises five teams:

1. Admissions
2. Financial Support Office
3. Student Marketing
4. Student Recruitment and Study Abroad
5. Widening Participation

These teams work together to attract the number and quality of students the School needs, and to ensure that applicants are provided with an excellent experience on their journey to LSE. This work makes a vital contribution to the School’s ambition being the world’s leading social science institution with the greatest global impact.

Background

The Head of Admissions role is an established leadership position within Recruitment and Admissions. Recruitment and Admissions are responsible for the delivery of the School’s student recruitment and widening participation strategies, and the achievement of enrolment targets. Our



recruitment strategies set out the School's ongoing commitment to attracting a wide range of applicants from a broad range of markets and backgrounds.

The Admissions team has primary responsibility for:

1. Admissions selection and processing of undergraduate and postgraduate applications to the School in alignment with student recruitment targets.
2. Admissions policies, relevant regulatory requirements and quality control.

Primary responsibilities of the role:

1. Lead on the development and delivery of admissions systems and processes to achieve an efficient, high-quality applicant experience.
2. Oversee the selection of academically strong and suitable cohorts of undergraduate and postgraduate students in alignment with student recruitment targets.
3. Set out a vision for Admissions, setting high standards and enabling staff to exceed them.
4. To lead and manage a team of around 50 staff, providing clear guidelines on complex policy developments and overall operational objectives.
5. To lead the setting and development of admissions policies, ensuring that quality, transparency, consistency, and fairness are demonstrated in theory and in practice.
6. Lead on the process of liaising with academic departments and Selectors on admissions policies, processes and procedures.
7. Ensure that service delivery plans are aligned with the School's objectives, including identifying specific opportunities to improve student diversity where it is most needed.
8. Report on the admissions trends and data to relevant School committees including Student Numbers and Fees group (SNAF), Academic Planning and Resources Committee (APRC), and Senior Management Committee (SMC) as required.
9. Fully leverage the School's digital platforms, driving and maximising the use of the CRM (Salesforce) across Admissions.
10. Working closely with the Head of Widening Participation, proactively contribute to achievement of targets in the School's Access and Participation Plan (APP) through the delivery of activities which enable the School to meet its targets for widening access.
11. Embed a high-performance culture, creating a target-focused, results-oriented approach in which staff are comfortable setting and working to KPIs.
12. Act as UKVI key contact for the Student Route, and take a lead role in student visa related policy development and operational matters.
13. Contribute to the strategic direction of Recruitment and Admissions at LSE as a member of the Recruitment and Admissions Leadership Team, sharing best practice and leading division-wide projects as appropriate.
14. Build strong and effective relationships with academic departments and professional services colleagues across the School, particularly those within Philanthropy and Global Engagement, Communications, the PhD Academy, Finance, and Planning.
15. Work with colleagues in Student Marketing, Student Recruitment and Study Abroad, and Student Services to ensure that admissions practices are in accordance with UKVI, DPA and GDPR, and CMA compliance guidelines.
16. To manage and optimise the Admissions team budget, undertaking financial planning, monitoring and reporting to ensure that budgets are utilised effectively and transparently.
17. Any other duties that support the objectives of the division and the School as requested by the Director of Recruitment and Admissions (DoRA) or the Academic Registrar.



Further duties and responsibilities

Service delivery

- Proactively source customer and stakeholder feedback and deliver actions that respond to key issues.
- Ensure that policies and procedures are standardised, up to date and in line with the School strategy.
- Proactively identify opportunities for recruitment-focused collaboration with private sector organisations if such associations will add value to the School.
- Manage the complaints procedure, dealing with complaints as necessary, and implementing change to address feedback whenever possible.
- Provide data-informed consultation for new programme proposals and revisions to the School's programme portfolio.

Team leadership

- Effectively leverage the School's existing performance review and appraisal mechanisms as a framework for staff development, enhancing performance and embedding accountability.
- Ensure that staff are working to a clear and common set of goals which are aligned with those of the wider team and divisional objectives.
- Utilise the School's recognition and reward mechanisms to ensure both the work of the team and outstanding individual contributions are acknowledged.
- Build and enhance staff engagement across Recruitment and Admissions and ARD.
- Represent the School and the Director of Recruitment and Admissions in external and internal meetings and relevant networks as appropriate.
- To lead on all Admissions-related projects.

Communication

- Report to relevant senior stakeholders including the Director of Recruitment and Admissions, Academic Registrar, Vice Presidents and Pro-Vice-Chancellors on Admissions and related policy matters throughout the year.
- Prepare papers on policy matters, strategic proposals on admissions related matters for senior management and relevant School committees.
- Communicate HE, School and Division-wide developments to the Admissions team on an ongoing basis.
- To provide strategic expert input into discussions and plans for the future size and shape of the LSE student body.
- Work with the Governance, Legal and Policy Division to ensure that both admissions offices comply with the most recent legislation including Data Protection, Freedom of Information and Equality legislation.

Liaison and networking

- Work with external bodies, such as UUK, UKCISA, Russell Group, UKVI, UCAS, ARC, and other external partners to in pursuit of the School's widening participation and recruitment strategies.



- Contribute to the development of national Higher Education policy and to consult internally towards implementation.
- Build effective relationships with other key stakeholders across the School to align activities and identify interdependencies. This includes academic departments and key stakeholders in professional services including LSE Careers, Finance, Philanthropy and Global Engagement, LSE LIFE, Communications, Planning, and the PhD Academy.
- Working with the Head of Scholarships and Financial Support, contribute to the development of the School's strategy for scholarships.
- Keep abreast of developments across the sector with relevance to Home and International recruitment and ensure that the implications for LSE are conveyed to stakeholders.

Planning and organising resources

- Manage the Admissions team budget, ensuring that costs and benefits are clearly aligned, that KPI's are met, and that efficiencies are identified and achieved.
- Proactively contribute to the School planning process through engagement with academic departments and colleagues in Planning.

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate. The postholder will be required to work out of hours and during weekends on occasion.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post-holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's [Ethics Code](#) and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's [Effective Behaviours Framework](#) is designed to support this Code.

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy. This includes implementing practices that will minimise the carbon footprint of the team's student recruitment activities.