

JOB DESCRIPTION

SECTION 1 – BASIC DATA

Job Holder's Name:

Job Title: Director of Students

Reports to: Vice-Chancellor & Chief Executive

Location: Home/London

Department: Higher Education

Job Family: Director

SECTION 2

DEPARTMENT STRUCTURE

TBC

SECTION 3

OVERALL JOB PURPOSE

The Director of Students is a critical leadership role responsible for overseeing the entire student journey, from enquiry and admission through to graduation. This includes direct leadership of enrolment and admissions, alongside student support, wellbeing, retention, engagement, and careers services as well as responsibility for the recruitment, onboarding, and success of international students.

You will be accountable for shaping and delivering a seamless, student-focused experience while also meeting ambitious performance, growth, and compliance targets. Working closely with senior colleagues, you will ensure that student-facing operations support our strategic objectives and deliver measurable value to students, regulators, and investors.

SECTION 4

PRINCIPAL ACTIVITIES/OUTPUT OF JOB

Strategic leadership

- Lead the development and execution of a joined-up student experience strategy that spans the full lifecycle, from enquiry to alumni engagement.
- Set and deliver enrolment and admissions strategies to support commercial targets and growth forecasts, in collaboration with marketing and academic planning teams.
- Champion the student voice at Board and Executive level, ensuring insights inform institutional decision-making and planning.

Operational oversight

- Oversee and integrate the delivery of key functions, including:
 - Enrolment & Admissions
 - Student Support & wellbeing

- Retention & progression
 - Employability & careers Services
- Ensure all services are aligned with compliance requirements, performance metrics, and expectations for service quality.
- Optimise processes, systems and structures to support scalability, efficiency, and an outstanding student experience.
- Ensure data-led decision-making using student feedback, engagement metrics, retention analytics, and enrolment performance.

International student recruitment & success

- Oversee international student recruitment strategy in partnership with marketing and academic teams.
- Ensure international applicants receive timely, clear, and compliant admissions support and onboarding.
- Develop and implement support mechanisms tailored to the unique academic, social and visa-related needs of international students.
- Monitor international student outcomes, satisfaction, and retention, and use insights to drive continuous improvement.
- Ensure compliance with UKVI and other relevant regulatory bodies, and act as a senior point of escalation for international student matters.

Regulatory and Quality Assurance

- Ensure all student-facing activities comply with all relevant regulations, working closely with the Quality, Policy & Regulation team.
- Support institutional preparedness for audits, reviews, and reporting obligations linked to admissions, progression, and student outcomes.
- Work with Academic and Quality teams to maintain transparency and fairness in admissions, onboarding, and support practices.

Team leadership

- Lead, inspire and develop high-performing teams
- Embed a high-performance culture focused on accountability, innovation, and continuous improvement.
- Develop staff capability in line with institutional priorities and professional best practices.

Stakeholder engagement

- Collaborate with academic, marketing, compliance, and operations leaders to ensure a joined-up, commercially effective student journey.
- Build productive relationships with external partners where relevant to student success and recruitment pathways.

CONTACTS AND INFLUENCE EXERCISED

Wide-ranging impact and influence with internal stakeholders and teams across the academic and professional communities, students and employees at Walbrook.

DECISIONS

Indicate the level which best describes the job holder's involvement in the decision making process:

| | |
|--|---|
| Follows written and verbal instructions and established guidelines | |
| Interprets policies & procedures | |
| Participates in the establishment of guidelines & procedures | X |
| Acts as final authority to implement policy, guidelines and procedures that affect strategic goals | X |

Indicate the statement which best describes the impact of the job holder's decisions:

| | |
|--|---|
| Restricted to employee's own work | |
| Has impact on department/directorate* objectives | X |
| Has impact on Walbrook objectives | X |

DEFINITION /CLARITY

This is a new role and as such some discussion on clarity and job definition is to be expected.

Signed Date
JOB HOLDER

Signed Date
MANAGER

PERSON SPECIFICATION

Job Title: Director of Students
Reports to: Vice-Chancellor & Chief Executive
Department: Higher Education

| Qualifications, knowledge and professional memberships | Essential / desirable? | |
|--|----------------------------------|---------------------------------------|
| Senior level leadership experience in higher education. | E | |
| Technical Skills and Experience | E | |
| Demonstrated success in driving improvements in enrolment, admissions, student satisfaction and progression. | E | |
| In-depth knowledge of UK higher education regulation. | E | |
| Ability to align student-centred practices with commercial and strategic goals. | E | |
| Understanding of international student markets and trends in global higher education. | E | |
| Proven ability to lead cross-functional teams in a fast-paced, high-growth environment. | E | |
| Experience in a PE-backed, private, or non-traditional higher education provider | D | |
| Core Competencies (this section should contain the level of competency required to carry out this role. Please refer to the competency framework for clarification where needed. Placing a N/A where the competency is not required as part of the job) | Essential/ desirable? | Core for all employees |
| Values | | |
| Collaboration | E | C |
| Adaptability | E | C |
| Innovation | E | C |
| Integrity | E | C |
| Support | E | C |
| Skills and Experience | Essential/ desirable? | Core or Enhanced |
| Communicating effectively | E | E |
| Business thinking | E | E |
| Developing Yourself | E | E |
| Getting things done to achieve results | E | E |
| Digital Capability | E | E |
| The Customer Experience | E | E |
| Managing quality and standards | E | E |
| Applying judgement and taking decisions | E | E |