

CANDIDATE PACK

Course Enquiries Officer

Global Recruitment Admissions Marketing and
Communications

UNIVERSITY OF
WESTMINSTER 



OUR UNIVERSITY

Under the inspirational leadership of Professor Peter Bonfield OBE, the University of Westminster is a place where discoveries are made, barriers are broken, diversity is celebrated and where everyone is welcome. Serving more than 21,000 undergraduate, postgraduate, apprentice and executive students, our mission is to transform the lives of young people from all backgrounds. We seek to make the world a more inclusive, sustainable, better and healthier place through our educational, research and knowledge exchange endeavours.

Since our founding in 1838 we have stood out as innovators, committed to tackling social inequalities. In 2021, our University ranked 2nd in England out of more than 100 higher education institutions for social mobility. The ranking - produced by the Institute for Fiscal Studies and the Sutton Trust - compares the number of students from low-income backgrounds at universities, and the extent to which their studies helped them to move up the income ladder. Westminster has the second highest performance among universities in England.

As we focus forward to 2029, we will continue to do so in a way that is true to our progressive, compassionate and responsible values. Our education offer will be more personalised and authentic, giving students from all backgrounds an opportunity of transformative learning, helping them succeed in their studies and professional lives. Our curriculum will be employability-linked, leading to stronger outcomes and helping prepare our graduates for the world of work and for life. Our research and knowledge exchange will enable us to maximise our positive impact on societies in the UK and around the world in an environment where everyone is inspired to succeed. Our priorities of wellbeing, inclusion and sustainable development will help us as we navigate through the challenges and opportunities towards 2029.



OUR PRIORITIES

The University's 2022-2029 strategy, Being Westminster, sets us apart and builds on our unique history and achievements. In our University, we value social justice, moral conscience, inclusivity and equality, acting positively together to make change for good.

The University of Westminster has three priorities.

WELLBEING

Working and studying together at Westminster as a community of students and colleagues is a big part of our lives – doing so in an environment that places our wellbeing front and centre helps us to be safe and feel safe. We care for the safety, health and wellbeing of those around us as well as ourselves.

INCLUSION

All Westminster, colleagues and students are in a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and is a place where harassment and discrimination are not tolerated. As a responsible institution, we strive to ensure and to champion equality. As a progressive institution, we take pride in our diversity. As a compassionate institution, we commit to an inclusive culture that allows students and colleagues to reach their full potential.

SUSTAINABLE DEVELOPMENT

We take inspiration from the 17 United Nations' Sustainable Development Goals (SDGs) in how we drive our actions and activities and governance across our University. As a community, we bring together our collective energies to play our part in addressing the climate crisis and inequalities to enable a more sustainable and socially just world. We are one of the top 20 universities in the world in SDG 5 for providing equal access and supporting the academic progression of women. We are one of the top 25 universities in the world in SDG 10 tackling economic, health based and international inequalities. We are in the top 50 universities in SDG 12 for promoting resource and energy efficiency, having a sustainable infrastructure, and providing access to basic services for all.



OUR OBJECTIVES 2022-2029

Against a backdrop of a changing and challenging higher education environment, the University has recently completed a major review of its objectives and strategy, and has published its commitments for the period 2022-29.

EDUCATION

We will offer personalised and authentic education, underpinned by an inclusive curriculum, to enable all our students, from all backgrounds, to engage in transformative learning and to succeed in their studies and professional lives. We will address global, political, and social challenges through a relevant demand-led and forward-looking portfolio. We will do this by offering authentic teaching, learning and assessment modes which immerse students in the wider-world through live projects, work-based learning and global opportunities. We will invest in our people to enable all teaching colleagues to plan and deliver exceptional learning experiences and professional colleagues to offer exceptional support. Students will be empowered by working in partnership with colleagues and fellow students to shape the Westminster experience. We will develop an integrated physical and digital environment that supports excellent practical, active and collaborative learning for all our students.

RESEARCH AND KNOWLEDGE EXCHANGE

Research and knowledge exchange are fundamental to our commitment to making a positive difference to the world and transforming lives. We are committed to research in four priority areas: Diversity and Inclusion; Health Innovation and Wellbeing; Sustainable Cities and the Urban Environment; Arts, Communication and Culture. Our excellence in research and knowledge exchange will infuse our education endeavour, inspiring and equipping our students as agents of change locally as well as globally. We will continue to grow our community of PhD researchers, ensuring that the Westminster postgraduate research experience remains sector leading and the foundation for great careers. In knowledge exchange we will focus on engagement with government, business and with the public and local community. We will achieve more when we identify shared interests and build partnerships with our communities and collaborate for the public good with a clear civic purpose.

EMPLOYABILITY

We will ensure that all our students benefit from employability-led learning and purposeful engagement with employers, business and industry, to give students from every background the best possible preparation for the world of work and enable the best possible employability outcomes. We will do this through the further extension and embedding of programmes such as work-based and placement learning; the Westminster Employability Award; Westminster Working Cultures; mentoring; and student enterprise. Employability-related learning will be a core and critical part of the courses and curriculum we offer, right across the University. It will be front and centre of life at the University for students and colleagues.



A key priority will be the development of a dedicated Centre for Employability and Enterprise at 29 Marylebone Road, intended to transform our student experience and our engagement with business, industry and employers. The Centre will provide a game-changing experience through which undergraduate and postgraduate students from across Westminster will come together and practise enterprise; develop an entrepreneurial mindset and skills; access training, work, projects, business advice and mentoring; and connect directly with employers. The future-focused environment of the Centre will scale up our employability provision, helping our students to be 'fit for the future' in the most challenging of post-pandemic labour markets and economic environments. It will strengthen links between our UK-based and international employer partners and our motivated, bright, work-ready students, affording employers access to a diverse mix of people right for the needs of the contemporary workforce.

GLOBAL ENGAGEMENT

We will raise the international reputation and reach of the University, ensuring that 30% of our undergraduate community and 70% of our taught postgraduates come to us from overseas. Overseas partnerships will remain central to our global engagements. We will prioritise the outward mobility of our students to partner institutions, Contributing to students' development of employability skills and competences. We will extend and deepen our Trans-National Education relationships. These partnerships, particularly that with Westminster International University in Tashkent, will move beyond franchised or validated arrangements to embrace employability, alumni-related research, CPD and knowledge exchange connections.



OUR STRUCTURE

ACADEMIC STRUCTURE

Our structure is built to deliver an enhanced learning environment, stronger and broader industrial, international and professional connections and pioneering and impactful research. The University comprises three Colleges:

Westminster Business School

- School of Organisations, Economy and Society
- School of Finance and Accounting
- School of Applied Management
- School of Management and Marketing

College of Creative Arts and Technologies

- School of Architecture and Cities
- Westminster School of Arts
- School of Computer Science and Engineering
- Westminster School of Media and Communications

Liberal Arts and Sciences

- School of Social Sciences
- Westminster Law School
- School of Humanities
- School of Life Sciences

The University Executive Board comprises:

- Vice Chancellor and President
- Deputy Vice Chancellor (Employability and Global Engagement)
- Deputy Vice Chancellor (Education and Students)
- Deputy Vice Chancellor (Research and Knowledge Exchange)
- Chief Operating Officer and University Secretary
- Three Heads of College

PROFESSIONAL SERVICES

Our Professional Services teams support the effective and professional delivery of our teaching, research and knowledge exchange and the management of student residences and sports facilities.

- Academic Registry
- Business Engagement and Graduate Futures Directorate
- Digital and Technology Services
- Estates
- Finance and Commercial Activities
- Global Engagement
- Global Recruitment, Admissions, Marketing and Communications
- Graduate School
- People, Culture and Wellbeing
- Research and Knowledge Exchange Office
- Strategy, Planning and Performance
- Student and Academic Services
- Learning Innovation and Digital Engagement



JOB DESCRIPTION

Job Title: Course Enquiries Officer

Reports to: Course Enquiries & CRM Manager

Department: GRAMC

Grade: NG3

ROLE PURPOSE

To act as one of a team within Global Recruitment and that provides high quality, customer focused advice and guidance to enquirers seeking information about the University's courses, its services, and its application and admissions processes, both in person and through a variety of media.

PRINCIPAL ACCOUNTABILITIES

1. To provide information and advice in response to enquiries across a wide range of topics that may include:

- Courses available
- Course content
- Entry requirements
- Applications and admissions procedures and processes
- Fees and funding.

2. To provide an excellent and responsive service in line with agreed service standards and response times to answer and make enquiries from or on behalf of prospective students received through various channels including:

- Telephone
- Email
- Mail
- Personal visits
- Campus Tours

3. To ensure accurate capture of enquirer details onto the student record system for subsequent monitoring and marketing purposes

4. To ensure the effective transfer of enquiries to other colleagues as and where appropriate, e.g. to deal with specialist advice

5. Generate and process purchase orders on Agresso

6. Mailing out of brochures and prospectuses.

7. To provide assistance and advice at the University wide student recruitment events including follow-up work such as data capture and mail outs

8. To give Campus Tours of Regent and Cavendish Campus

9. Assisting the Outreach Team by attending external UCAS Fairs when required



10. To provide support to the Clearing Enquiry Service by taking calls from and making calls to applicants during the busy Clearing period

11. To undertake such other duties as may reasonably be assigned by the Course Enquiries Manager

CONTEXT

The Global Recruitment and Admissions Directorate will provide professional support and services for the University's leadership team, and its Colleges and Schools in all aspects of University Marketing Planning processes and the pre-arrival experience of students.

The teams will design and implement the delivery of the University's strategy on student recruitment in the UK, EU and specific overseas markets and strengthening the co-ordination and support for our Outreach programme and partnership and agent activities. The aim of the campaigns is to encourage students with the potential to excel at Westminster to make successful applications and join our community, and to influence those who offer a variety of support to students of all ages and backgrounds.

The Professional Services Departments work collaboratively within one resource envelope to contribute to the continuing success of the University. Recent reviews and restructures have taken forward a long term aim to work within a matrix structure that enables flexible deployment of staff, as and when needed. Pro-active and participative approaches to administration are encouraged, and all senior management post holders are expected to work collaboratively with networks of staff across the University, fostering good relationships across departmental boundaries, to support applicants and students. Good working relationships between these departments are viewed as essential to the provision of a quality support service for students and other staff, both within the University and its Associate Colleges.

All Departments are expected to think creatively about the effectiveness of the University's administration and to initiate change and innovation in accordance with the needs and expectations of Westminster as a modern, professional, international university. Key to the success of the professional support functions is the need to continue to develop positive, forward-looking, relationships with academic colleagues and to foster a service ethos whereby efficient, effective and consistent support frameworks, policies and processes are developed in partnership with academic colleagues; innovation is supported and encouraged, and all activities support the achievement of University objectives by enhancing the quality of the student and staff experience.

DIMENSIONS

The University receives around 5000 enquiries per month and these will be recorded on the University's designated system (SITS).

KEY RELATIONSHIPS

- Course Enquiries & CRM Manager
- Admissions Teams



- Web Team
- College and School staff



PERSON SPECIFICATION

QUALIFICATIONS

Essential

Educated to A-level standard, or with relevant practical experience.

Desirable

Educated to degree level, or with relevant practical experience.

TRAINING AND EXPERIENCE

Essential

- Experience of working in an administrative role.
- Experience of providing a responsive, customer-focused service - on the telephone, via electronic medium and face-to-face.
- A high standard of written and spoken English and the ability to communicate clearly and effectively with enquirers.
- A high standard of numeracy.

Desirable

- Recent experience in a similarly customer-focused role - ideally within a team working environment.
- Experience of working in a Higher Education environment including attending student recruitment events
- Experience of handling high number of telephone enquiries.
- An understanding of the current issues in Higher Education.

APTITUDES, ABILITIES AND PERSONAL ATTRIBUTES

Essential

- Excellent interpersonal skills with an ability to communicate effectively, both verbally and in writing with people at all levels
- and a wide variety of audiences
- Experience using databases to store, manipulate and retrieve information. Proficient keyboard skills and a high degree of accuracy in data input and checking are essential.
- Excellent organisational skills, methodical approach and attention to detail.
- The ability to gain confidence, respect and co-operation of senior figures both within the organisation and externally
- Ability to demonstrate enthusiasm for the experience and benefits that higher education offers, coupled with an understanding of and commitment to equality of opportunity for all.
- Self-motivating and proactive whilst contributing to team roles and goals.
- Awareness of and sensitivity to cultural diversity.
- Flexibility and a capability to adapt to the changing demands of the job.
- Fully committed to contributing to a stimulating learning



- and working environment which is supportive and fair, based on mutual respect and trust, and in which harassment and
- discrimination are neither tolerated nor acceptable.
- To have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both
- individual work and that of others.
- It may be necessary to work flexible hours and occasional weekends

Desirable

Trained in the use of a student records system ideally SITS or knowledge of CRM systems.



HOW TO APPLY

To apply for this vacancy, please visit our [vacancies page](#) where you will be able to register as a candidate and complete your online application.

You will be requested to upload a CV which will be used to populate relevant sections of your application. You will also be requested to complete a concise statement in support (ideally no longer than 1000 words), addressing the criteria in the Person Specification and your motivation for applying.

The deadline for receipt of applications is 11.59pm on 6 September 2026

Interviews will take place on week commencing 14 September 2026.

An appointment will be made subject to proof of eligibility to work in the UK and satisfactory references being obtained.

At the University of Westminster, diversity, inclusion and equality of opportunity are at the core of how we engage with students, colleagues, applicants, visitors and all our stakeholders.

We are fully committed to enabling a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.

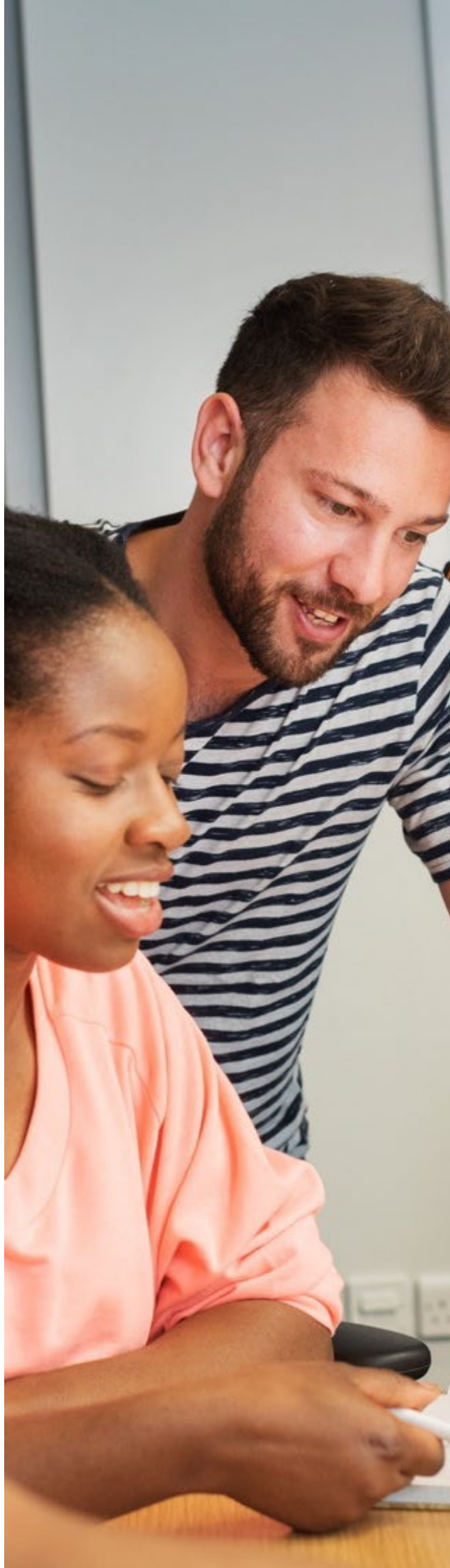
The University has adopted Smart Working principles to support and further our Equality, Diversity and Inclusion aims of being an inclusive, collaborative and flexible employer. Further details of Smart Working can be discussed at interview stage.



OUR BENEFITS

The University offers a range of wellbeing and work-life balance benefits to recognise and reward the essential contribution our colleagues make to success and growth. Our benefits are inclusive for colleagues of all backgrounds including LGBTQ+ colleagues, disabled colleagues, pregnant colleagues, parents and carers, as well as colleagues of all genders, age, ethnicities, nationalities, religion and beliefs, and marriage and civil partnership status.

- 35 days annual leave per year, plus bank/national holidays and University of Westminster closure days (pro-rata for part-time staff).
- A generous occupational pension scheme.
- Annual incremental progression and/or cost of living reviews.
- Generous maternity, paternity and adoption leave.
- Flexible working and smart working.
- Learning and development opportunities.
- Free membership rates for a wide range of sporting facilities, including gyms at Regent Street and Harrow campuses, as well as the Chiswick Sports Ground.
- Employee assistance programme.
- The opportunity to participate in other attractive employee benefit schemes such as Cycle to Work, Eye Care Vouchers, Season Ticket Loans, and Give As You Earn.





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