

# JOB DESCRIPTION

<b>Job Title</b>	<b>Senior Manager, Recruitment and Admissions, EMBA London</b>		
<b>Reports to</b>	<b>Admissions Director, Leadership Programmes</b>		
<b>Department</b>	<b>Degree Education</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>4</b>

## About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

## About the Department

**Degree Education and Career Centre** contributes to the School vision by:

- Attracting and selecting talent from around the World
- Creating an environment in which students can learn
- Maximising student and alumni career opportunities through developing their career skills and engaging with employers.

We aim to create an exceptional learning environment for a global, cross-generational community of intellectually curious, critical thinkers.

Degree Education and Career Centre (DE&CC) is responsible for designing, promoting, recruiting for and delivering London Business School's portfolio of degree programmes. Programmes include the MBA, a suite of Executive MBA programmes (London-based, Dubai-based, EMBA-Global with Columbia Business School and EMBA-Global Asia with Columbia and the University of Hong Kong Business School), the Sloan Masters in Leadership and Strategy, the Masters in Finance (fulltime and modular), the Masters in Management (MiM) and the Global MiM, the Masters in Financial Analysis (MFA) and the Masters in Analytics and Management (MAM). The degree portfolio represents over 60% of the School's revenues. A number of programmes are ranked in the top 10 by the Financial Times.

## Job Purpose

The jobholder will lead the recruitment and admissions processes for the EMBA London programme at London Business School. In addition, the jobholder will be actively involved in recruitment and promotion in London and internationally of London Business School's entire portfolio through various recruitment, marketing and admissions initiatives.

Working closely with the Admissions Director, the jobholder is accountable for developing and managing the admissions process for the EMBA London programme in order to maximise the pool and select the highest quality applicants from the pool. The jobholder will also be responsible for yield management for the EMBA London programmes through ensuring London Business School remains engaged with applicants from the point of enquiry until the point of entry to the programme on their first day, and through management of the scholarship process.

The jobholder will ensure that the recruitment and admissions processes for EMBA London programme remain competitive in the marketplace and deliver a consistent and transparent selection process, effectively serve a selective and demanding multi-cultural applicant group ready to make a high personal and financial commitment to business education.

## Key Areas of Accountability and Key Performance Indicators (KPIs)

### Key areas of accountability:

#### **Strategy and Planning**

Design, implement and manage the recruitment and admissions process to ensure quality, satisfaction and financial targets are met for the EMBA London intakes. Specifically:

- Achieving annual student intake targets, in terms of both quality and quantity; co-chairing the EMBA Admissions Committee (with the Senior Manager, Recruitment and Admissions, EMBA Dubai); working with members to ensure detailed analysis of the interview results and applications to ensure consistency and fair final admissions decisions are made in order to recruit the target class size and profile.
- Contribute to the development of strategy for EMBA London Recruitment and Admissions, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Develop tactical recruitment and engagement plans for the EMBA London pipeline and lead their implementation to support the achievement of revenue and engagement targets.
- Contribute to the development of Key Performance Indicators to support the assessment of the strength and quality of relationships and the wider pipeline and the impact of engagements.

#### **Relationship Management**

- Build and develop lasting relationships with current and prospective students to meet revenue and engagement targets and establish new long term opportunities.
- With Admissions Director (Leadership Programmes), Senior Programme Manager (EMBA London), and Associate Director, Marketing (Degree Education and Career Centre) ensure that marketing materials for the EMBA London Programme are effective and reflect key programme features.
- With Recruitment team ensure that there is a smooth handover of all applicants from enquiry to application.
- With Engagement ensure staffing and planning for all promotional events is agreed and planned.
- Ensure relevant materials and resources are used to target client or stakeholder needs and to further develop current or prospective relationships.
- Proactively utilise relationship management skills and London Business School knowledge to make connections and spot opportunities to achieve and exceed revenue and engagement targets.
- Investigate and assess complex issues raised by prospects and admitted students and employ techniques to resolve the issue and maintain and improve relationships.
- Manage prospective and admitted students through the conversion pipeline, tracking progress to ensure objectives are met.

#### **Analysis and Reporting**

- Use systems and data to track conversion and engagement levels and use this information to make decisions regarding current and planned initiatives.

- Identify trends with prospective or current students, provide insight and suggest action to develop the School's relationships.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making.

### **Communications**

- Create and deliver presentations to targeted audiences, responding to their questions and issues to support the achievement of the School's strategic objectives.

### **Project Management**

- Plan and deliver a range of projects, act as an expert resource or lead a work stream on more complex projects, to ensure delivery against project time, cost and quality standards.

### **Recruitment**

- Engage and convert a strong network of stakeholders who are aligned to the School's strategic objectives and values, to ensure achievement of admissions and engagement targets.

### **Product/Proposition/Technical Knowledge**

- Research and keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective stakeholder solutions are proposed.
- Develop deep understanding of London Business School and competitor offering and use this knowledge to inform innovative and high-impact stakeholder proposals.

### **Collaboration and Stakeholder Management**

- Work collaboratively with the Recruitment and Admissions teams in Dubai in order to enhance the processes in place and ensure a consistent approach to recruitment and admissions.
- Work collaboratively with Leadership Programmes Programme Management teams to ensure an understanding of the structure of all Leadership Programmes, content, processes and standards and to provide cover as required to ensure a joined up experience for candidates from point of admission to start of the programme.
- Working closely with Recruitment to pull through the maximum number of suitable enquirers to the EMBA London programme, working with individuals or groups as identified to meet overall class or diversity targets (could be driven by volume, diversity, targetmarket, etc.)
- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Build a network of stakeholders across the School to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.

### **Financial Management**

- Contribute to the development of and lead the control of the EMBA London scholarship budgets to ensure value for money and cost control.
- Analyse and define scholarship needs for the EMBA London programme in collaboration with the other two Senior Recruitment and Admissions Managers.
- Where required, assist the Advancement Team in the development of scholarship opportunities working with corporate; alumni; foundation and individual donors.
- Ongoing donor stewardship and relationship management alongside the Stewardship Manager, Advancement [as applicable].
- Develop and lead strategy for promotion of scholarships (in particular non-donated) and define and Lead selection processes.

### **People Management**

- Set and develop appropriate culture for the team, through role modelling the School's values, setting behavioural expectations and supporting team wellbeing. Ensure team is aware of and complies with all relevant policies and procedures.
- Define and communicate the team's priorities and workload, in line with the wider Departmental priorities and team job roles. Manage performance/achievement/engagement to

ensure that the team achieves individual priorities and collaborates with colleagues to achieve wider goals.

- Role model, encourage and enable collaboration across the team(s), to ensure high levels of engagement collective achievement of goals.
- Identify team development needs, develop plans and create/promote learning opportunities, to enable good performance and impact in current role and appropriate career progression.

#### **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.

#### **KPIs:**

- Development of relationships with current and/or prospective clients and stakeholders.
- Revenue, engagement and satisfaction targets met or exceeded.
- Contribution to improvement in performance for the team or department.
- Production of high-quality reports, with complex analysis to support management decision-making.
- Projects delivered on time, on budget and to quality standards.
- Contribution to innovation within Leadership Programmes Recruitment and Admissions.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department.

### **Knowledge, Qualifications and Skills Required**

- Bachelor's degree or equivalent experience.
- Excellent communication and influencing skills, with the ability to negotiate, collaborate and influence internal and external stakeholders at all levels.
- Excellent organisational skills and the ability to manage a portfolio of high-profile stakeholders.
- Experience of developing relationships in a business-to-customer, and business-to-business environment.
- Ability to manage ambiguity effectively and drive issues to resolution.
- Up-to-date knowledge of industry and technological advancements.
- Knowledge of business education and competitor organisations.
- Experience of managing complex projects.
- Financial management experience and commercial acumen.

### **Resources including team management**

- Two FTE staff.

<b>Staff</b>	Two FTE staff
<b>Budgets</b>	Circa £200,000 scholarship budget
<b>Date Updated</b>	1 October 2019