

JOB DESCRIPTION

Job Title	Student Recruitment Manager, Masters in Finance		
Reports to	Senior Global Recruitment Manager, MBA and Masters in Finance		
Department	Recruitment & Admissions		
Job Family	Relationship	Level	3

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

London Business School is a top global business school. We operate in a fast-moving, highly competitive international market-place. The Degree Programmes portfolio represents over 60% of London Business School's revenues. We have a number of programmes ranked highly in the Financial Times and Business Week business education rankings. The department also plays an essential role in supporting the School's brand and reputation.

Recruitment and Admissions are a group of over 50 individuals tasked with all aspects of the customer sales and selection experience from enquiry to enrolment. The Masters in Finance (MiF) Recruitment Team is part of this group and is responsible for recruiting and converting world-class MiF candidates from around the world. We have a strong reputation in finance and the MiF is our flagship finance masters programme.

The MiF Recruitment & Admissions Team is a busy and demanding place to work. The working environment is highly collaborative, and the successful candidate will demonstrate a capacity to work effectively as part of a team, have a sense of urgency

and the ability to adapt. All members of the MiF team are also encouraged and expected to take the lead in their areas of responsibility and to contribute elsewhere in the Group and School as appropriate.

The MiF has revenue targets of c£10 million per year and recruits c190 students annually.

Job Purpose

The Student Recruitment Manager will be responsible for securing a strong pipeline of suitable prospective students for the Masters in Finance Full-time and Part-time programmes.

The postholder will be required to develop relationships with candidates in order to sell, recruit and convert the highest quality applicants from their pipelines. The Student Recruitment Manager is responsible for building relationships with relevant stakeholders (Recruitment & Admissions team, Marketing, Programme Office and the Careers Centre) to support, develop and manage their pipelines.

They will assist with planning, (alongside the Senior Manager), deliver on activities, and will be responsible for managing pipeline reports for senior stakeholders. The postholder is expected to know the USPs of the programme and School and be able to plan activities to support such messaging.

They will need to represent London Business School virtually, on campus and in London through events, networking opportunities, one-to-one meetings and similar activities.

They must be able to communicate the value of our Masters in Finance and, on occasions, the rest of our programme portfolio to individuals, understanding candidate needs and navigating them through our offering and admissions processes.

This role does not currently have line management of others, but this may be a possibility in the future.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Student Recruitment

- Identify and build relationships with prospective candidates to promote the MiF programme, or if applicable, other programmes.
- Build relationships with key stakeholders to achieve revenue and/or engagement targets, ensuring they are aligned with the School's strategic objectives and values
- Provide high quality customer service to all applicants, including advising and guiding candidates through the application process, positively influencing their views of our programme and School.
- Build and maintain good working relationships with Students and Alumni to help with recruitment activities.

- Take an active role in building knowledge on other programmes, to allow for effective cross selling opportunities, as there may be instances of having to cover inboxes for other programmes.

Relationship Management

- Contribute to the development of recruitment and engagement plans for the programme, to enable efficient and effective planning that meets programme and departmental objectives.
- Act as a key liaison for prospective candidates and other stakeholders to build relationships and promote the School's offerings with the target group
- Apply knowledge and exercise judgement to identify prospective candidates' needs and match them to the right London Business School offering. (Including having the confidence to know when candidates are not suitable)

Promotional Events Management / Communications

- Lead on a range of recruitment events for prospective MiF candidates
- Act as an ambassador for London Business School and represent the School at events. Events are a mix of virtual, on campus, in the UK, (presentations and fairs).
- Delivering regular small group and one-to-one consultations for candidates.
- Taking part in online chats and webinars.
- Create new communication content for applicants, such as new pieces for the Student and Admissions Blog.

Collaboration and Stakeholder Management

- Represent the team to colleagues, stakeholders, and cross-School groups, enabling cross-department working, spotting, and initiating opportunities to collaborate and develop relationships
- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, and the identification and maximization of current/prospective student/client /stakeholder relationships

Student Ambassadors

- Co-leading the MiF Student Ambassador scheme with colleagues
- Select and manage Student Ambassadors and ensure they have maximum impact on student recruitment

Other Duties

- Proactively review delivery of own areas of responsibility to improve efficiency and effectiveness
- Work closely with the rest of the team to execute all events to high standards and on budget
- Statistical analysis of applicants to help manage the recruitment pipeline and ensure quality targets are met
- Any other duties as assigned by Senior Recruitment Manager, and Recruitment & Admissions Director

KPIs:

- Development of relationships with current and prospective clients and stakeholders
- Excellent client and stakeholder experience
- Post-holder actively contributes to the overall objectives of the Recruitment & Admissions Team and has an open co-operative attitude to working with colleagues in the department and elsewhere across the School
- Projects delivered on time, on budget and to quality standards and targets
- Identification of technological, and process advancements and innovations in own area
- Development of relationships within and outside the team, and positive feedback from colleagues
- Improvements in processes and procedures in own area

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Experience in the Higher Education sector, recruitment industry or professional services preferred but not essential.
- An awareness of the business education market is desirable but not essential, as training will be provided, especially in the finance sector.
- Excellent stakeholder engagement skills with experience of managing a large range of different stakeholders.
- Experience of applying sales, engagement, and conversion techniques to similar pipelines.
- Excellent organisational skills and the ability to manage a portfolio of clients and stakeholders.
- Self-starter, with the ability to work autonomously and with a wider team.
- Sound understanding of the wider School's offerings and the offerings of our competitors.

Resources including team management

The Student Recruitment Manager reports to the Senior Global Recruitment Manager, MBA and Masters in Finance.

Staff	0
Budgets	0
Date Updated	07/03/2024