

# JOB DESCRIPTION

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|-------------------|--|--------------|----------|
| <b>Job Title</b>  | <b>Recruitment and Admissions Manager, MBA Programme</b>         |              |          |
| <b>Reports to</b> | <b>Senior Manager, Recruitment and Admissions, Full time MBA</b> |              |          |
| <b>Department</b> | <b>DECC</b>  |              |          |
| <b>Job Family</b> | <b>Relationship</b>  | <b>Level</b> | <b>3</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 customized 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 MBA programme is often described as the School's flagship programme.

The Degree Programmes portfolio represents over 50% 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 MBA Admissions Team is part of this group and is responsible for recruiting and converting world-class MBA candidates from around the world.

The MBA 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 office are also encouraged and expected to take the lead in their areas of responsibility and to contribute elsewhere in the office and school as appropriate.

The MBA has revenue targets of c£41million per year and recruits c495 students annually. Classes are made up of c70 nationalities, typically selected from 3000+ applicants, from 90+ countries.

## **Job Purpose**

The main purpose of the role is to work as part of the full-time MBA Recruitment & Admissions Team selecting the highest quality MBA class from the applicant pool, building relationships with candidates and persuading the very best to join London Business School. We play a key role in promoting the School at events in the UK and internationally. All this is done in the context of stretching revenue and volume targets.

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

### **Key areas of accountability:**

#### **Applications Selection:**

- Read and select MBA applications in line with class targets and School requirements. Member of the 'Admissions Committee'.

#### **Regional Applicant Management:**

- Act as a key liaison for applicants in own region/s to build relationships and promote the School's offerings and our MBA programme.
- Relationship management – full customer service to all applicants from specified region/s including advising and guiding candidates through the admission process, positively influencing their views of our Programme and School.
- Arranging interviews for MBA applicants with Alumni in own region/s.
- Developing personalized conversion (yield) plans for offered candidates in own region/s to ensure they accept our offers, including:
  1. connecting candidates to Students & Alumni
  2. organizing conversion events overseas
- Building and maintaining good working relationships with Students and Alumni to help with admissions and recruitment activities.
- Build and maintain a thorough understanding of London Business School's offerings, with an understanding of what differentiates the School from competitors, for use in the development of relationships with candidates and conversion activities.

#### **Promotional Events**

- Act as an ambassador for London Business School and represent London Business School at UK and occasional overseas promotional events (presentations and fairs).

- Delivering regular small group advice sessions for candidates (drop-in sessions and information sessions), including tours of the School.
- Taking part in online chats and webinars during the admissions cycle.
- Assisting in the co-ordination and organization of overseas promotional events. This includes recruiting Alumni to help with panel sessions and fairs.

### **Other Duties**

- Contributing to the Recruitment & Admissions Team generally through any other tasks requested by the Senior Manager and Admissions Director.
- Proactively review delivery of own areas of responsibility to improve efficiency and effectiveness.
- With the team support, help create new communication content for applicants and liaising with different parts of the School.
- Working with Senior Manager, Recruitment and Admissions and the Director of Admissions on assisting in scholar selection processes and leading the short-listing for application-based scholarships.
- Support team at conversion events on campus (Welcome Weekends, Faculty masterclasses; usually around 3-4 events a year).
- Work closely with the rest of the team to execute all events to high standards and on budget.
- 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.
- Any other duties as assigned/delegated by Senior Manager, Recruitment and Admissions and Admissions Director.

### **KPIs:**

- Development of strong relationships with current and prospective applicants and admits.
- Delivery of high-quality service in own area of specialism.
- 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.
- Application reviewing targets achieved/exceeded.
- Excellent client and stakeholder experience/support.
- Projects delivered on time, on budget and to quality standards and targets.
- Development of relationships within and outside the team, and positive feedback from colleagues.

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

- Bachelor's degree or equivalent experience.
- Experience in the Higher Education sector, recruitment industry or professional services preferred.
- An awareness of the business education market and of the MBA market preferred.
- Good organizational skills and time management ability.
- IT literate and competent in the use of CRM databases and Excel spreadsheets.
- Excellent communication and presentation skills.

- Excellent stakeholder engagement skills with experience of managing a large range of different stakeholders.
  - Experience of applying engagement/sales techniques.
  - Good project management skills.
  - Excellent organizational skills.
  - Exceptional understanding of customer service.
  - Strong interest in delivering high-end services.
  - International experience or outlook and understanding of cultural diversity.
  - Collaborative team player with experience working in a dynamic multi-service organization.
  - Good negotiation/influencing skills.
  - Good writing skills.
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- Key Stakeholders:
  - MBA Applicants, Students and Alumni.
  - Recruitment Team
  - MBA Programme Office Team.
  - Wider Degree Education and Career Centre Team.

**Resources including team management**

**N/A**

|                     |            |
|---------------------|------------|
| <b>Staff</b>        | N/A        |
| <b>Budgets</b>      | N/A        |
| <b>Date Updated</b> | 07/08/2019 |