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| **Job Title** | **Student Recruitment Manager, MFA & MAM, Graduate Masters Programmes** |
| **Reports to** | **Senior Manager, Recruitment and Admissions, Graduate Masters Programmes** |
| **Department** | **Degree Education** |
| **Job Family** | **Relationship** | **Level** | **3** |

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| **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. |

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| **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 the majority 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 Graduate Masters Programmes Recruitment and Admissions Team is part of this group and is responsible for recruiting and converting world-class candidates from around the world. The Graduate Programmes has revenue targets of around £35million per year and recruits 700 students annually across a suite of programmes including the Masters in Management (MiM), Global Masters in Management (GMiM), Masters in Financial Analysis (MFA) and Masters in Analytics and Management (MAM).  |

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| **Job Purpose** |
| The Student Recruitment Manager will be responsible for securing a stable pipeline of suitable qualified applicants for the MFA and MAM programme. They will also manage a Recruitment Associate and oversee the portfolio’s recruitment/sales activities.The Student Recruitment Manager is also responsible for building relationships with relevant stakeholders (Marketing, Events, Admissions, Advancement and Careers) to support, develop and manage their pipelines. They will also need to develop relationships with candidates in order to recruit and convert the highest quality applicants from their pipelines.They will provide input into strategic global recruitment activities and will be responsible for producing regular recruitment and pipeline reports for the senior stakeholders.They will need to represent London Business School and the Graduate Masters Recruitment and Admissions Team on campus, in London and abroad through events, networking receptions, one to one meetings and similar activities.They must be able to communicate the value of our Programmes to individuals, being able to effectively understand candidate needs and navigate them through our offering and admissions processes. |

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| **Key Areas of Accountability and Key Performance Indicators (KPIs)** |
| **Key areas of accountability:****Recruitment*** Develop, maintain and nurture candidate pipelines to attract high-quality candidates and ensure key pipeline targets are met.
* Identify and build relationships with prospective candidates to achieve revenue and/or engagement targets, ensuring they are aligned with the School’s strategic objectives and values.
* Act as an ambassador for London Business School and deliver presentations and network at events to promote the School and its offerings.

**People Management*** Set individual priorities, and review/provide feedback/support on performance/impact/progress to ensure that the individuals contribute effectively to wider goals
* Support team the Recruitment Associate in identifying learning needs and identify/promote learning opportunities, to enable good performance and impact in current role and appropriate career progression.

**Relationship Management & Collaboration*** Contribute to the development of recruitment plans for the area, providing information to enable efficient and effective planning that meets area/ departmental objectives.
* Act as a key liaison for clients and stakeholders to build relationships and promote the School’s offerings with the target group.
* Apply knowledge and exercise judgement to diagnose client and stakeholder needs and match them to the right London Business School offering.
* Manage customer issues and concerns to achieve the best possible outcome for the customer and the School.
* Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, and the identification and maximisation of prospective student relationships.

**Analysis and Reporting*** Conduct research to identify pipeline strategy, and plan/deliver subsequent approaches/outreach plans with senior colleagues.
* Liaise across the teams and other departments to prepare reports to inform review, planning and decision making.

**Product Knowledge*** 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 and associated activities.
* Become the product and market expert for their portfolio of programmes (MAM & MFA), developing specialist knowledge of the programme, Alumni, and students to support content and recruitment strategies.

**Process Improvement*** Monitor business processes for own team, plan and carry out regular reviews to identify opportunities for service improvement in light of changing customer/stakeholder needs, feedback and/or current best practice thinking; follow through on improvements once agreed.
* Manage implementation of new processes in conjunction with new IT work packages.

**KPIs:*** Pipeline targets for applicants and high-quality candidates achieved or exceeded.
* Development of relationships with current and prospective clients and stakeholders.
* Delivery of high-quality service to candidates and stakeholders.
* Excellent client and stakeholder experience.
* Production of high-quality reports, with the identification of trends and issues.
* Development of relationships within and outside the team, and positive feedback from colleagues.
* Improvements in processes and procedures in own area.
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| **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 and master’s student profiles desirable but not required.
* 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 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.

Key Stakeholders:* Applicants, Students and Alumni.
* Recruitment and Admissions Team, own area and across the degree programmes
* Programme Office Team.
* Wider Degree Education and Career Centre Team.
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| **Resources including team management** |
| **N/A** |

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| **Staff** | Recruitment Associate |
| **Budgets** | N/A |
| **Date Updated** | 01/04/2025 |