

JOB DESCRIPTION

Job Title	Associate Director - Engagement, Recruitment & Admissions		
Reports to	Executive Director, Recruitment & Admissions		
Department	Recruitment & Admissions		
Job Family	Relationship	Level	5

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 marketplace. We have a strong reputation in post graduate degree education and our programmes rank in the Top 10 of the Financial Times Business Education rankings.

The Degree Programmes portfolio represents over 60% of London Business School's revenues. The department also plays an essential role in supporting the School's brand and reputation.

Recruitment and Admissions are a group of over 60 individuals tasked with attracting, converting and retaining interest from potential students from enquiry to enrollment. Within R&A it is the responsibility of the Engagement team to lead our engagement and interaction with candidates and offer holders, by planning and supporting the delivery of customer engagement activity including global events, individual R&A engagement trips, and digital engagement campaigns.

The R&A 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. The R&A team are encouraged and expected to take the lead in their areas of responsibility and to contribute elsewhere in the Team and School as appropriate.

Job Purpose

The Associate Director - Engagement leads a team of 9 who are responsible for our strategy to deliver a World Class customer journey for prospective students. The team work in partnership with the central Marketing team who build awareness and initial lead generation, and also directly generate additional pipeline leads for all our Programmes through an aligned “Content Cluster” strategy. This delivers content, communication and events to support the Recruitment and Admissions Directors and their teams across all programmes to attract, convert and retain the quality, diversity and scale of candidates required to meet our annual targets.

The Engagement team are accountable for the delivery of performance measurement of recruitment and admissions events on campus and overseas, for the planning of our R&A travel planning, and for the delivery of our digital engagement communication via our CRM platform. The Associate Director leads the team, defining the strategy for the department, allocating resource to deliver our objectives and ensuring accurate budget planning.

This role is also key to our internal relationship management, building links across Faculty, Degree Education, Executive Education and Professional Services to ensure the best possible delivery of our Engagement plans through cross School collaboration.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of responsibility:

Planning and Delivery of the R&A “Content Clusters” Strategy

- Set the strategic direction for R&A Engagement, and the combined approach to events, communications and partnerships which forms the content clusters strategic approach.
- Own the strategic oversight and quarterly delivery of R&A Travel Planning, ensuring the departmental travel plans align to our strategic intent and our operational requirements to engage and deliver our required metrics.
- Ensure the effective delivery of our flagship events (i.e. key Open Days and Admit Welcome Events)
- Lead on relevant strategic partnerships that support our events strategy or provide lead generation or content creation opportunities (i.e. GMAC, P&Q, Unimy) and work in alignment the Associate Director, External Partnerships & Scholarships on those partnerships with a focus on supporting our DIB goals.
- Own the strategy and delivery of R&A Electronic Direct Mail (EDM) to drive interest and engagement amongst candidates and offer holders.

- Ensure the efficient and effective use of CRM systems and available data to best target candidates and offer holders.
- Ensure all content and creative is optimized and in line with LBS Brand Guidelines

Internal Relationship Management

- Build internal relationships with key stakeholders in Faculty, Advancement, Degree Education, Executive Education and Professional Services to secure support to deliver World Class R&A events and activities.
- Work in partnership with Marketing to optimize the acquisition of Programme Interests into the R&A pipeline.
- Represent R&A on relevant cross-school groups and committees (ie. Supplier Management Committee, Content & Channel Network).

Performance Tracking, Budget & Resource

- Control of significant R&A Engagement budget, ensuring travel and events are delivering the best return for the School.
- Manage and define priorities with RADs for travel and regional focus.
- Ensure the Engagement team provides timely performance tracking to share monthly with R&A and DE leadership.
- Act as the champion for World Class Customer Experience in R&A, measuring and reporting on customer satisfaction from R&A events.

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- 5+ years' relevant experience, with preference for prior experience in delivering CRM based campaigns and event activation.
- Ambitious with a strong work ethic and comfortable in a challenging market. Confident in leading change management and supporting team and wider department with the introduction of new processes and systems.
- Experience in leading live events and an articulate presenter and public speaker
- A strong understanding of the challenges and USPs of our products, competitive landscape and offering.
- The postholder must be willing and comfortable to travel internationally for events and be willing to work from both London and Dubai campuses as required, with a main base in London.
- Skilled in negotiation, networking, and influencing.
- Ability to scan the horizon, identify industry best practice and translate this into future planning for own area of specialism.
- Experience of leading a team in a senior level role.

Staff	2 Direct Reports, Total team of 9
Budgets	Yes - agreed annually during budget process
Date Updated	September 2025

