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| **Job Title** | **Student Recruitment Manager, One-year MBA** | | |
| **Reports to** | **Senior Global Recruitment Manager, MBA and Masters in Finance** | | |
| **Department** | **Recruitment & Admissions, 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 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. |

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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 marketplace. 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. This role sits within the wider MBA Recruitment Team, part of Recruitment and Admissions 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 MBA 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.  This role will support the One-year MBA programme. The One-year MBA is our newest programme offering with the first intake due to start in August 2025. The programme is designed for experienced professionals who already hold a Masters in Management or equivalent, from an AACSB or EQUIS accredited institution. |

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| **Job Purpose** |
| The Student Recruitment Manager will be responsible for securing a strong pipeline of suitable prospective students for the One-year MBA programme. The postholder will also be required to advise and support on the recruitment for the 2-year MBA programme.  The postholder will be required to develop relationships with candidates in order to sell, recruit and convert the highest quality applicants from their pipeline. The Student Recruitment Manager will build strong relationships with relevant stakeholders, (Recruitment & Admissions team, Marketing, MBA Programme Office and the Careers Centre), to support, develop and manage their pipelines.  They will provide 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, in London and occasionally internationally, through events, networking opportunities, one to one meetings and other activities.  They must be able to communicate the value of our One-year MBA, the MBA portfolio and, when required, the rest of our programme portfolio to individuals. They must be able to 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:**  **Student Recruitment**   * Identify and build relationships with prospective candidates to promote and build a pipeline for the One-year MBA programme and other programmes when required * 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 consultative sales service to all applicants, including advising and guiding candidates through the application process, positively influencing their views of our programme and School * Build and manage strong working relationships with Students and Alumni to contribute to recruitment activities, as our most valuable sales asset.   **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**   * Participate on design and presentation of a range of recruitment events for prospective One-year MBA and MBA 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) and occasionally overseas. * Delivering regular consultations for candidates (either on a 1-2-1 basis, or small groups) * Host online chats and webinars * Create new communication content for applicants, such as new pieces for the Student and Admissions Blog * The post holder will be expected to be able to represent LBS on a cross-programme basis where required.   **Collaboration and Stakeholder Management**   * Represent the team to colleagues, stakeholders, and cross-School groups, enabling cross-department working 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   **Admissions**   * Contribute to One-year MBA/MBA Admissions specific activities, including reading and selection of applications, arranging candidate alumni interviews and admit conversion events   **Other Duties**   * Assist Senior Manager with management of responsibilities of the Student Recruitment Associate * Ensure the team deliver on targets and contribute to the overall targets and quality metrics of the classes. * Proactively review delivery of own areas of responsibility to improve efficiency and effectiveness * 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 * Development of processes and procedures for the One-year MBA and 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 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 * Sound understanding of the wider School’s offerings and the offerings of our competitors |

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| **Resources including team management** |
| NA |

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| **Staff** | 0 |
| **Budgets** | 0 |
| **Date Updated** | 09/04/2024 |