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| **Job Title** | **Senior Admissions Manager, Recruitment and Admissions, EMBA Dubai**  |
| **Reports to** | **Leadership Programmes, R&A Director****(Ki Kuganesan)** |
| **Department** | **Recruitment & Admissions**  |
| **Job Family** | **Relationship** | **Level** | **4** |

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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. We draw from London’s 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** |
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| **Degree Education** contributes to the School vision by: ▪ Attracting and selecting talent from around the World ▪ Creating an environment in which students can learn ▪ Maximising student and alumni career opportunities through developing their career skills and engaging with employers. We aim to create an exceptional learning environment for a global, cross-generational community of intellectually curious, critical thinkers. Degree Education and Career Centre (DE&CC) is responsible for designing, promoting, recruiting for and delivering London Business School’s portfolio of degree programmes. Programmes include the MBA, a suite of Executive MBA programmes (London-based, Dubai-based, EMBA- Global with Columbia Business School and EMBA-Global Asia with Columbia and the University of Hong Kong Business School), the Sloan Masters in Leadership and Strategy, the Masters in Finance (fulltime and modular), the Masters in Management (MiM) and the Global MiM, the Masters in Financial Analysis (MFA) and the Masters in Analytics and Management (MAM). The degree portfolio represents over 60% of the School’s revenues. A number of programmes are ranked in the top 10 by the Financial Times.  |

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| **Job Purpose** |
| The Senior Admissions Manager (SAM), for the EMBA Dubai programme is responsible for leading the admissions processes to achieve the programme’s student intake targets in terms of quality and quantity. This role involves overseeing the full admissions cycle, ensuring alignment with the school's strategic objectives, and enhancing the reputation of the EMBA Dubai programme globally. The role also contributes to the success of the EMBA Dubai programme by managing processes, strategy, and engagement across various channels.Working closely with the Admissions Director, the jobholder is accountable for developing and managing the recruitment & admissions process for EMBA Dubai in order to maximise the pool and select the highest quality applicants from the pool. The jobholder will also be responsible for yield management through ensuring London Business School remains engaged with applicants from the point of enquiry until the point of entry to the programme on their first day, and through management of the scholarship process. The jobholder will ensure that the recruitment and admissions processes remains competitive in the marketplace and deliver a consistent and transparent selection process, effectively serve a selective and demanding multi-cultural applicant group ready to make a high personal and financial commitment to business education. |

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| **Key Areas of Accountability and Key Performance Indicators (KPIs)** |
| **KPIs*** Recruit 110+ EMBA students across January and September Steams
* Ensure Quality Metrics of each cohort a met in terms of Years of Experience, Leadership Potential, Class Contribution, Career Trajectory,
* Ensure “Diversity of View” in the class room actively recruiting for a variety of nationalities, socio economic backgrounds, industries and supporting underrepresented groups to develop into future leaders.

**Key areas of accountability:****Strategy and Planning** Design, implement and manage the recruitment and admissions processes to ensure quality, satisfaction and financial targets are met for the EMBA London intake. Specifically: • Achieving annual student intake targets, in terms of both quality and quantity; chairing the EMBA Admissions Committee; working with members to ensure detailed analysis of the interview results and applications to ensure consistency and fair final admissions decisions are made in order to recruit the target class size and profile. • Contribute to the development of strategy for EMBA Dubai Recruitment & Admissions, ensuring that plans are aligned to wider departmental strategy and overall School goals. • Develop tactical recruitment and engagement plans for the EMBA Dubai pipeline and lead their implementation to support the achievement of revenue and engagement targets. • Contribute to the development of Key Performance Indicators to support the assessment of the strength and quality of relationships and the wider pipeline and the impact of engagements. **Relationship Management*** Build and develop lasting relationships with current and prospective students to meet revenue and engagement targets and establish new long term opportunities.
* With Director of Recruitment and Admissions (Leadership Programmes), Senior Admissions Managers (LBS Sloan MSc, EMBA Global, EMBA London), Programme Office Teams (EMBA Dubai), and Recruitment Teams ( London) to ensure that marketing materials for EMBA Dubai is effective and reflect key programme features.
* Manage the Full Cycle Recruitment Process of all applicants from enquiry to application.
* Work with Engagement team ensure staffing and planning for all promotional events is agreed and planned.
* Ensure relevant materials and resources are used to target client or stakeholder needs and to further develop current or prospective relationships.
* Proactively utilise relationship management skills and London Business School knowledge to make connections and spot opportunities to achieve and exceed revenue and engagement targets.
* Investigate and assess complex issues raised by prospects and admitted students and employ techniques to resolve the issue and maintain and improve relationships.
* Manage prospective and admitted students through the conversion pipeline, tracking progress to ensure objectives are met.

**Analysis and Reporting** * Use systems and data to track conversion and engagement levels and use this information to make decisions regarding current and planned initiatives.
* Own the pipeline ensuring that forecasting of class numbers is accurate.

**Communications** * Create and deliver presentations to targeted audiences, responding to their questions and issues to support the achievement of the School’s strategic objectives.

**Product Knowledge*** Develop a near-expert knowledge of LBS Leadership Programmes Suite including logistics, core subjects, electives, career centre, student & alumni clubs. Consult key candidates on Recruitment and Admissions process.
* Have “coffee chats” with prospective students.
* Have a deep understanding of EMBA financing from loan availability, scholarships, sponsorship agreements.
* Keep up-to-date and apply deep and broad understanding of London Business School and competitor offering, wider trends and innovations and client/ stakeholder needs and interests.

**Collaboration*** Report to Director of Leadership Programmes.
* Work with Senior Admissions Managers for EMBA L, EMBA G and Sloan Msc
* Collaborate with Programme Office, Marketing, Engagement, Advancement and Career Centre.
* Work with Recruitment & Admissions Directors “XP”/ cross programme to feed a pipeline of potential students to their portfolios who are unsuitable for EMBA or Sloan

**Commercial** * Achieve or exceed revenue targets in own area and contribute towards those of colleagues.

**Recruitment** * Lead the identification, engagement oversight, and conversion of a strong network of stakeholders who are aligned and support the School in achieving its strategic objectives and values.

**Financial Management** * Contribute to the development of Scholarship budgets for the department.
* Analyse and define scholarship needs EMBA in collaboration with the other two Senior Admissions Managers.
* Where required, assist the Advancement Team in the development of scholarship opportunities working with corporate; alumni; foundation and individual donors.
* Develop and lead strategy for promotion of scholarships (in particular non-donated) and define and Lead selection processes.
* Create a robust Scholarship Awards process.
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| **Knowledge, Qualifications and Skills Required** |
| * Bachelor’s degree or equivalent experience.
* Significant experience in an Admissions, Candidate Assessment or Executive Recruitment role.
* Experience of leading a team, including line management, annual reviews, skills development and talent retention.
* Excellent organizational skills and the ability to manage a portfolio of high-profile stakeholders.
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| **Resources including team management** |
| * Two FTE staff.
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| **Staff** |  |
| **Budgets** |  |
| **Date Updated** | June 2025 |