

JOB DESCRIPTION

Job Title	Senior Global Recruitment Manager- Leadership Programmes		
Reports to	Head of Global Recruitment		
Team	Global Recruitment		
Department	Recruitment & Admissions		
Job Family	Relationship	Level	4

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 Degree Education courses for the business leaders of the future, we run open and customised Executive Education 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

Degree Education and Career Centre's (DE&CC's) vision is to create and deliver exceptional learning experiences, in support of the School's vision. Our mission is to attract, select and nurture exceptional and diverse global talent; to create and deliver world class student learning experiences and to launch graduates to become engaged alumni. DE&CC is responsible for designing, promoting, recruiting for and delivering London Business School's portfolio of degree programmes. Programmes include the master's in management (MIM), Global master's in management (GMIM), master's in financial Analysis (MFA), Masters in Analytics & Management (MAM), the MBA, master's in finance Part Time and Full Time (MIF) and a suite of Leadership Programmes – EMBA Global Asia, EMBA Global Americas & Europe, EMBA London, EMBA Dubai, Sloan master's in leadership & Strategy. 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. The LBS MBA was ranked number 1 two-year international MBA programme by Forbes. Our focus for the 2019/ 2020 academic year is on;

- Strengthening the pipeline
- Enhancing the student learning experience
- Leveraging our global reach
- Attracting and developing diverse staff talent
- Strengthening our business foundations

The role of Senior Global Recruitment Manager, Leadership Programmes sits, within the Global Recruitment team, part of the overall Recruitment & Admissions function. The Global Recruitment team is focused on identifying, attracting and nurturing quality, diverse talent around the world to apply to our degree education programmes. We analyse quality indicators, segment and prioritise global markets and execute prospective student outreach plans and activities to achieve growth

and quality targets. The team comprises 25 people working across the business areas of digital communications, events, student recruitment, corporate business development and business systems and analytics

Job Purpose

The purpose of the Senior Global Recruitment Manager, Leadership Programmes is to lead a team to meet our student recruitment goals for the leadership programmes portfolio;

- Manage, lead and develop the Leadership Programmes Student Recruitment Team
- Manage the candidate pipelines across the Leadership programmes portfolio
- Oversee candidate engagement strategies and activities
- Develop and implement an alumni consultation strategy
- Collaborate closely with Columbia Business School on EMBA Global pipeline activities and strategy
- Develop and implement a student ambassadors' strategy for Leadership programmes
- Collaborate with the corporate Business Development team on B2B activity for the Leadership programmes
- Proactively drive stakeholder relationship management internally across Admissions and Marketing, as well as the wider School functions of Advancement, Career Centre and Executive Education.
- Support the Head of Global Recruitment to input into the annual Global Recruitment plans for our Marketing, Recruitment & Admissions planning process

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of strategy for Global Recruitment, ensuring that plans are aligned to the wider Recruitment & Admissions departmental strategy/ overall School goals.
- Develop tactical recruitment engagement plans across the Leadership programmes Student Recruitment team and lead their implementation to support achievement of quality and volume application targets.
- Contribute to the development of Key Performance Indicators to support the assessment of the strength/quality of relationships and/or the impact of engagements.

Relationship Management

- Build and develop lasting relationships with current and prospective students and stakeholders to meet recruitment targets and establish new long term opportunities.
- Ensure relevant presentation materials and resources are used to target prospect 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 application targets.
- Manage prospective students/clients/stakeholders through the sales/conversion pipeline up to point of application, tracking progress to ensure objectives are met.

Analysis and Reporting

- Use systems and data to track sales/conversion/ prospective student engagement levels and use this information to make decisions regarding current and planned initiatives. Champion the use of our CRM System.
- Identify trends with prospective students and alumni, provide insight and suggest action to develop the School's relationships.
- Prepare complex reports to inform review, planning and decision-making.

Communications

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

Recruitment

- Engage and convert a strong pipeline of prospective students who are aligned to the School's strategic objectives and values, to ensure achievement of targets.

Product/Proposition/Technical Knowledge

- Develop deep understanding of London Business School DECC Leadership programme portfolio and competitor offering and use this knowledge to inform innovative and high-impact prospective student engagement strategies.
- Gain enough understanding of Early Careers, MiF and MBA programmes to be able to converse with prospective students at cross- programme prospective student recruitment events.

Collaboration and Stakeholder Management

- Represent the team to colleagues, stakeholders and cross-School, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Build a network of stakeholders across the School to facilitate improved communication and maintain knowledge of opportunities with prospects and stakeholders across the School.

People Management

- Set and develop appropriate culture for the team, through role modelling the School's values, setting behavioral expectations and supporting team wellbeing. Ensure team are aware of and comply with all relevant policies and procedures.
- Define and communicate the team's priorities and workload. Manage performance to ensure that the team achieves individual priorities and collaborates with colleagues to achieve wider overall Leadership programmes recruitment and admissions goals.
- Role model, encourage and enable collaboration across the team(s), to ensure high levels of engagement collective achievement of goals.
- Identify team development needs, develop plans and create/promote learning opportunities, to enable strong performance and impact in current role and appropriate career progression.

KPIs:

- Development of relationships with prospective students and stakeholders.
- Leadership programmes quality, diversity and volume application targets met or exceeded.
- Contribution to improvement in performance for the team and overall department.
- Production of high-quality reports, with complex analysis to support decision-making.
- Contribution to innovation within own area.
- Strong cross-team working relationships developed with key stakeholders.

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Knowledge of Student Recruitment/ Admissions and business school environment strongly preferred. May also consider experience outside business education in service-based sales management/ recruitment services management.
- Excellent presentation skills with the ability to engage a variety of audiences.
- Excellent analytical and problem-solving skills.
- Ability to manage multiple internal and external stakeholders.
- Experience of leading teams effectively to achieve targets
- Experience in effectively managing external suppliers/contractors.
- Commercial and financial acumen.

Team management	

Staff	3
Budgets	
Date Updated	14/10/19