

# JOB DESCRIPTION

<b>Job Title</b>	Associate Director, External Partnerships and Scholarships		
<b>Reports to</b>	Executive Director, Recruitment and Admissions		
<b>Department</b>	Recruitment and Admissions		
<b>Job Family</b>	Relationship		5

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.

## About the Department

The Degree Education department plays a vital role in the success of London Business School. We are responsible for designing, promoting and delivering the School's portfolio of twelve Master's degree programmes in London, Dubai, New York and Hong Kong. Delivering world-class global programmes is at the heart of what we do, whilst ensuring that we maintain a commercial perspective.

As a department, we play a critical role in attracting exceptional candidates from all over the world. In addition, both when our students embark on their learning journey and when they become alumni, the Career Centre team, liaising closely with employers, works hand in hand to help them secure internship and full-time positions, and continues helping them make educated career choices.

Ranked among the best in the world, our Master's Degree programmes shape individuals into global business leaders. Our programme portfolio consists of 12 programmes: Masters in Management, Global Masters in Management, Masters in Financial Analysis, Masters in Analytics and Management, Master in Finance Full-time and Part-time programmes, MBA, Executive MBA London and Dubai Programmes, EMBA-Global Americas and Europe (partnership with Columbia Business School) and EMBA-Global Asia (Partnership with Columbia Business School and University of Hong Kong).

Every year we recruit approximately 1,500+ students from all over the world, and at any given moment we have more than 2,500 students. Our students study in London, Dubai, New York and Hong Kong.

## Job Purpose

Reporting into the Executive Director, Recruitment and Admissions, the role of Associate Director, External Partnerships and Scholarships is responsible for the development and on-going cultivation of partnership with key universities across the world as a pipeline for our degree programmes. As a member of the Recruitment and Admissions Leadership team, you will collaborate with department and school stakeholders in developing and delivering an integrated strategy for External Partnerships and Scholarships creating synergies wherever possible.

With stakeholders you will collaborate on the onboarding of scholars and play a key role in the School's scholar ecosystem. You will demonstrate creative and innovative thinking on the attraction and retention of scholars e.g. Laidlaw. You will provide rigorous backing to new ideas, pushing beyond traditional sources of potential students and use data and analysis to guide decision making for investment of resources.

Key activities to include:

- Identify key contacts at Universities, Partner organisations, and corporates to fuel recruitment pipeline.
- Develop and maintain relationships with Universities, partner organisations and corporates by securing meetings with key contacts and investing in relationship building.
- Manage key internal stakeholder relationships (Advancement, Marketing, Programme Offices, and R&A teams).
- Collaborate with stakeholders in developing and nurturing the School's scholar ecosystem.
- Create an integrated plan of annual activity and strategic priorities
- Centralised responsibility to track Scholarship spend. Budget co-ordination, reporting and cross R&A governance to ensure clear mechanism to make DECC wide scholarship decisions.
- Lead team to supports all customer segments through clearly defined roles that cover University Outreach relationships, Corporate Partnerships (inc sponsored students) & management of agreed Scholarship budget and programmes e.g. Laidlaw
- Collaborate effectively with Recruitment and Admissions Leadership team to drive performance and achievement of department's objectives

## Key Areas of Accountability and Key Performance Indicators (KPIs)

### Key areas of accountability:

#### Strategy and Planning

- Design and execute plans to deliver on integrated strategy for Scholarships, Corporate Partnerships and University Outreach
- Strategic oversight and execution of a University outreach strategy – domestic/international – to fuel recruitment pipeline.
- Responsible for the development and ongoing cultivation of external Partnerships as a pipeline for our degree programmes
- Contribute and collaborate in the development and planning of a School scholarship strategy.
- Create a system and infrastructure for identifying and assessing financial need for potential Laidlaw scholars.
- Lead the development of Key Performance Indicators to support the assessment of the strength/quality of relationships and/or the impact of engagements.

## **Relationship Management**

- Lead the identification, development, and management of a portfolio of key organisations (e.g. those fostering and promoting social mobility) and universities as a pipeline for Laidlaw scholars.
- In coordination with stakeholder develop relationships with corporate HR & Diversity & Inclusion Directors for applicant pipeline.
- In collaboration with Career Centre explore post graduation career opportunities for scholars.
- Anticipate and react to unique university, partner, and stakeholder issues, resolving them when they occur to instil confidence and to ensure that the service provided meets standards expected by the School
- Utilise expertise and insight to create opportunities and lead the development of initiatives or solutions, ensuring that our offerings partners and stakeholders remain market leading.

## **Product/Proposition/Technical Knowledge**

- Keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective partner/stakeholder solutions are proposed.
- Keep up-to-date and apply deep and broad understanding of London Business School and competitor offerings, wider trends and innovations and partner/stakeholder needs and interests.

## **Analysis and Reporting**

- Analyse existing and commission new reports and wider data sets to establish themes and trends and use this insight to inform decision making regarding the pipelines.
- Own the pipeline for university and partner pipelines, ensuring that forecasting is accurate, and new opportunities are continually developed.
- Accountable for the integrating reporting and analytics for the Laidlaw scholarship

## **Commercial**

- Lead the negotiation of high-value, non-standard contracts and agreements with clients and stakeholders to secure the best possible commercial outcome for the School.
- Use your understanding of the client's needs and the School's offering and financial targets to ensure appropriate terms are offered and can be delivered.
- Agree targets for students from Universities, students from corporate partnerships, and with advancement targets for scholarships
- Assist in sourcing additional funding for scholar stipends
- Achieve or exceed revenue targets in own area and contribute towards those of colleagues.

## **Communications**

- Lead the development and delivery of communications to clients and all stakeholder, promoting a holistic approach to drive revenue generation, inspire and increase engagement.

## **Project Management**

- Oversee the onboarding of Laidlaw and other key scholars
- Assist in partnership with the Associate Director, Engagement planning of University or partner focused recruitment events

## **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.

### **Collaboration and Stakeholder Management**

- Build relationships with and influence multiple stakeholders across the School, to help smooth decision making and provide a seamless, world-class client or stakeholder experience.
- Develop direct working relationship with appropriate colleagues in Advancement ensuring clear approach to leverage Alumni network and achieve strategy
- Take the lead on and/or represent the area/department in cross-departmental initiatives to enable London Business School to better meet its strategic goals.

### **Financial Management**

- With stakeholders maximize use and allocation of scholarship budgets
- Lead the co-ordination of scholarship budget and other relevant budgets to ensure well planned, value for money and cost control.

### **People Management**

- Ensure team understands link between their role/contribution and wider team/Department purpose.
- Role model the School's culture and values, set behavioural expectations and support employee wellbeing. Ensure team are aware of and complies with all relevant policies and procedures.
- Set priorities, and review/provide feedback/support on performance/impact/progress to ensure that team achieves own and contributes effectively to wider goals.
- Role model collaboration within team and with other related teams to support the collective achievement of objectives.
- Support team in identifying learning needs and identify/promote learning opportunities, to enable good performance and impact in current role and appropriate career progression.

### **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, develop and communicate plans to ensure change is successfully implemented within own division/ department.

### **KPIs:**

- Well defined, clearly communicated and executed strategy and plans for university and partner outreach and cultivation.
- Establishment of 15-20 University partnerships generating an annual pool of on average 4-5 high quality applicants from each partner.
- Trusted adviser relationships developed with partners and stakeholders.
- Excellent partner and stakeholder feedback.
- Robust financial need assessment framework in place.
- Development and delivery of market leading solutions and initiatives.
- Smooth operation of reporting cycle for university/partner development and producing highly-accurate data which informs decision-making.
- Contribution to cross-School initiatives.
- Accurate budget developed, no overspend and value for money demonstrated.
- Engagement, retention and performance levels of team.
- Achievement of team targets.
- Evidence of cross-team collaboration

## Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communication skills and the ability to develop and maintain stakeholder and client relationships at senior levels.
- Highly skilled in negotiation, networking, and influencing.
- Experience of consultative sales and developing solutions with stakeholders and clients.
- Ability to manage multiple internal and external stakeholders and to operate effectively with senior leaders.
- Experience of key relationships development and management
- Extensive awareness of the activities of the organisation and competitor schools.
- Ability to scan the horizon, identify industry best practice and translate this into future planning for own area of specialism.
- Proven financial management skills.
- Experience of people management and getting things done through others.

## Resources including team management

<b>Staff</b>	3
<b>Budgets</b>	TBC
<b>Date Updated</b>	10.03.20