

JOB DESCRIPTION

Job Title	Senior Recruitment & Admissions Manager, Early Career Programmes (MFA & MAM)		
Reports to	Recruitment & Admissions Director, Early Career Programmes (MIM,GMIM,MAM & MFA)		
Department	Recruitment & Admissions, DECC		
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 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

Degree Education and Career Centre 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), the Global MiM, the Masters in Analytics and Management (MAM) and the Masters in Financial Analysis (MFA). 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.

Job Purpose

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Key Areas of Accountability and Key Performance Indicators (KPIs)

The main purpose is to develop and manage the recruitment and admissions work for the MFA and MAM programmes and to build relationships with candidates in order to attract and select the highest quality classes to come to London Business School. The post leads the MFA and MAM team to serve selective and demanding multi-cultural customer groups making significant financial investment and personal opportunity costs.

The post will be involved with promoting the MFA and MAM programmes (as well as the other Early Career Programmes) domestically and occasionally internationally through various recruitment and admissions initiatives. The post will form part of the senior leadership in the EC R&A team and will contribute and lead on all aspects of the recruitment and admissions work.

The post is central to the formulation and achievement of current and future growth targets.

Key areas of accountability:

Admissions:

- Achieving annual student intake targets, in terms of both quality and quantity.
- Work with the Recruitment & Admissions Director to lead the Admissions committee in ensuring there is detailed analysis of applications and interview results; and that there is consistency in the final admissions decisions being made, in order to recruit the target class size and profile.
- Review and set admissions policy on an annual basis, allowing for change in market conditions.
- Ensuring excellent feedback from all constituencies, including high levels of applicant (customer) satisfaction is achieved (this will be monitored through decline questionnaire and entry survey)
- Lead and develop selection training for all admissions readers and interview training for outgoing alumni.
- Create, implement and deliver annual admissions deadlines in collaboration with Recruitment & Admissions Director, Operations Manager and Senior R&A Manager, MIM & GMIM.
- Management of the MFA & MAM team application reviewing, candidate / alumni interviews and decision communications deadlines in line with staged deadlines.
- Contribute to application reviewing and candidate interviewing.
- Collaborate with Senior R&A Manager, MIM & GMIM on regional responsibilities ensuring alumni engagement of interviews increase year on year and are fully maximized with positive feedback from all stakeholders.
- Manage the relationship with Fudan School of Management on the GMFA collaboration including potential interview trips to Shanghai, development of admissions strategy, on-boarding and occasional recruitment activities. The postholder will work closely with the Recruitment & Admissions Director and Senior R&A Manager, MIM & GMIM on all aspects of the Fudan partnership which also encompasses the GMIM double degree programme.
- Support Recruitment & Admissions Director in regular reporting and data analysis. Ad hoc reports will be required for senior management.

Recruitment:

- In collaboration with Recruitment & Admissions Director manage all recruitment aspects of the MFA/MAM programmes.
- Lead on Engagement planning activities with key stakeholders from the R&A Engagement Team (events and digital communications).
- Lead on R&A proposals and ongoing projects with central Marketing Team ensuring that the programmes are featured in School-wide campaigns.
- Lead on data collection on recruitment activities with support from the Business Systems and Analytics Team.
- Oversee Ambassador Scheme in collaboration with Senior R&A Manager, MIM & GMIM
- Review and implement annual changes to recruitment processes such as CV reviews and consultations.

- Ensure all collateral is reviewed and updated annually consistently across the EC portfolio.
- Lead, participate and deliver London Business School recruitment activities on-campus (including info sessions, webinars, Q&A sessions, panel discussions) and occasionally internationally

Scholarship Management:

- Manage and execute scholarship strategy for all MFA/MAM offer holders to ensure maximum yield from key markets.
- Communicate all award decisions in a timely manner to maximize yield.
- Attend scholarship meetings with Advancement Department and Accounts Department on setting annual budgets for awards.
- Ensure website is updated with all relevant awards. Update as necessary.
- In collaboration with Recruitment & Admissions Director lead on the selection of relevant donor awards with application processes.

Strategic yield activities

- Lead (in collaboration with Senior R&A manager, MIM & GMIM) on all cross-portfolio yield activities (including events, digital content and communication to admits)
- Create and execute yearly plan for all activities
- Track all activities and monitor their impact on CRM
- Manage effective (with supportive quantitative evidence) spend of conversion budgets

Line Management

- Responsible for line-management of 3 R&A managers.
- Provide regular support and encouragement for their professional development and skills training in order for them to perform well in their role.
- Host regular 1-2-1 sessions, provide feedback and areas for development when needed and ensure focus sessions are delivered in a timely manner.
- Ensure the MiM/GMiM team deliver on their targets and contribute to the overall targets and quality metrics of the classes.
- Postholder must contribute to a positive, productive and collaborate team environment

Additional Degree Programme Responsibilities

- The post holder will be expected to undertake any other duties and responsibilities commensurate with the grade of the post or support with special projects as identified by Recruitment & Admissions Director
- Duties may change from time to time to reflect the team's priorities, but these will not change the general character of the job
- All aspects of job delivered on time and to quality & budget.
- Proactively review delivery of their areas of responsibility to improve efficiency and effectiveness.
- Post-holder actively contributes to the overall objectives of Degree Programmes and has an open co-operative attitude to working with colleagues in the department and elsewhere in the School.

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Knowledge, Qualifications and Skills Required

- Bachelors degree required (or equivalent qualification)
- Significant knowledge and experience of recruitment & admissions in the pre-experience education market is desired.
- Significant knowledge of the offerings of leading business schools and universities
- Substantial knowledge of, or strong interest in delivering high-end products or services
- Previous line-management experience desired.

- Excellent interpersonal, communication and presentation skills. Cultural awareness and sensitivity.
- Postholder should be pro-active, agile and a strong team player.
- Commitment to providing outstanding levels of customer service.
- Ability to negotiate and influence at a senior level whilst maintaining positive relationships.
- Ability to work under pressure and to tight deadlines with a strong sense of urgency.
- IT literate and competent in the use of CRM databases
- Highly developed planning and analytical skills

Resources including team management

Staff	3 Direct reports
Budgets	Amount TBC, but to include scholarship budget and yield budget
Date Updated	Sept 2021