

JOB DESCRIPTION

Job Title	Senior Global Recruitment Manager, Leadership Programmes (London)		
Reports to	Recruitment & Admissions Director, Leadership Programmes		
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's 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.

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 (R&A) is a group tasked with all aspects of the customer sales and selection experience from enquiry to enrolment. The Leadership Programmes R&A Team is part of this group and is responsible for recruiting, selecting and converting world-class candidates from around the world.

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.

Leadership programmes account for over 300 students representing c£33 million per year in revenue.

The role of Senior Global Recruitment Manager leads efforts on identifying, attracting and nurturing quality, diverse talent from around the world to apply to our suite of Leadership Programme (Executive MBA London, Dubai, Global, and Sloan Msc in Leadership and Strategy). We analyse quality indicators, segment and prioritise global markets and execute prospective student outreach plans and activities to achieve growth and quality targets.

Job Purpose

The purpose of the Senior Global Recruitment Manager, Leadership Programmes (LP) is to lead in meeting the student recruitment goals for the leadership programmes portfolio. The post will be involved with promoting LBS in general and the LP programmes domestically and occasionally internationally through various recruitment and admissions initiatives. The post will form part of the senior leadership in the LP R&A team.

In addition the post will:

- Manage and lead the student recruitment candidate pipelines across the portfolio
- Oversee candidate engagement strategies and activities.
- Maintain relationships with and engage Alumni, Student Ambassadors and Student Clubs.
- Collaborate with the Engagement team on planning and delivering tailored campaign, events and email communications.
- Collaborate with the External partnerships team on B2B activity for LP and identifying new company sponsorship partnership opportunities.
- Maintain relationships with key partnerships for the LP pipelines, specifically focussing on diversity, inclusion and belonging.
- Prepare reporting and rotate chairing of a multi-team monthly pipeline meeting and track the Student Recruitment Team activity and progress.
- Support the Recruitment & Admissions Director to input into the annual 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 Recruitment & Admissions, ensuring that plans are aligned to the wider departmental strategy / overall School goals.
- Develop tactical recruitment engagement plans across the LP 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.
- 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.
- Effective use of CRM System and monitoring work with Business Systems & Analytics Team.
- Identify trends, provide insights and suggest action to develop markets.
- Prepare reports to inform review, planning and decision-making.

Communications

- Create and deliver presentations to targeted audiences of varying sizes and respond to their questions.

Recruitment Sales

- Engage and convert a strong pipeline of the highest quality prospective students, to ensure achievement of revenue and quality targets.

Product/Proposition/Technical Knowledge

- Develop deep understanding of London Business School & LP programme portfolio and competitor offering and use this knowledge to inform innovative and high-impact prospective student engagement strategies
- Gain enough understanding of other teams' programmes, (GM and MBA/MIF), to be able to converse with prospective students at cross-programme recruitment events.

Collaboration and Stakeholder Management

- Represent the team to colleagues, stakeholders and cross-School, enabling cross-department working, maximising 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 LP 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 target volumes of relationships with prospective students.
- LP 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 detailed 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

- Bachelors degree required or equivalent experience
- An inclusive collaborator with strong influence skills and a demonstrated ability to build rapport quickly and develop and maintain strong partnerships with executives and across their organizations
- Track record of obtaining new clients and expanding relationships with current ones.
- Develop market engagement strategy, comfortable delivering Conferences, Presentations, Webinars, Coffee Chats, Phone calls
- Manage and expand relationships, referrals, increase opportunities and further improve pipeline of high quality executives joining the London Business School student & alumni community.

Resources including team management

The postholder will manage a Student Recruitment Associate, who is the key contact point for enquirers, managing recruitment inboxes and supporting the pipeline management.

Staff	1 Direct report
Budgets	
Date Updated	Nov 2022