

JOB DESCRIPTION

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| Job Title | Senior Global Recruitment Manager- MiF & MBA | | |
| Reports to | Recruitment & Admissions Director | | |
| Team | MBA & MiF Recruitment & Admissions | | |
| Department | Degree Education Recruitment & Admissions | | |
| Job Family | Relationship | Level | 4 |

About the School

London Business School is a top global business 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. We operate in a fast moving, highly competitive international market place.

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'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) are a group of over 50 individuals tasked with all aspects of the customer sales and selection experience from enquiry to enrolment. The MBA and MiF 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.

The MBA has revenue targets of c£50million per year and recruits c500 students annually. The MiF has revenue targets of c£10million per year and recruits c190 students annually, (125+ on the Full-time and 65 on Part-time).

The role of Senior Global Recruitment Manager leads a team of three who focus on identifying, attracting and nurturing quality, diverse talent from around the world to apply to our MBA and MiF programmes. We analyse quality indicators, segment and prioritise global markets and execute prospective student outreach plans and activities to achieve growth and quality targets.

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Job Purpose

The purpose of the Senior Global Recruitment Manager, MiF & MBA is to lead a team to meet our student recruitment goals for the mid-career programmes portfolio

- Manage, lead and develop the MiF & MBA Student Recruitment Teams.
- Manage the candidate pipelines across the MiF & MBA Programmes portfolio.
- Oversee candidate engagement strategies and activities.
- Maintain relationships with and engage Alumni, Student Ambassadors and Student Clubs.
- Co-lead on the Student Ambassador programme for MBA & MiF.
- Collaborate with the Engagement team on planning and delivering tailored campaign, events and email communications.
- Collaborate with the Business Development team on B2B activity for the mid-career programmes and identifying new company sponsorship partnership opportunities.
- Maintain relationships with key partnerships for the MBA & MiF pipelines, specifically focussing on diversity, inclusion and belonging.
- Prepare reporting and chair 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 MBA & MiF 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.
- 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 DECC mid-career 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, (Early Careers and Leadership), 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 MBA & MiF 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.
- MBA and MiF 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

- 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

The postholder will manage Student Recruitment Managers and Associates, who are the key contact point for enquirers, manage recruitment inboxes and support the pipeline management.

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| Staff | 3 |
| Budgets | |
| Date Updated | 11/03/22 |