

JOB DESCRIPTION

Job Title	Student Recruitment Associate		
Reports to	Student Recruitment Manager		
Department	Degree Education and Career Centre		
Job Family	Relationship	Level	2

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 Careers 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 is responsible for designing, promoting, recruiting for and delivering London Business School's portfolio of degree programmes, which includes:

- Early Career Programmes (Masters in Management – MiM, Global Masters in Management – GMiM, Masters in Financial Analysis – MFA and Masters in Analytics and Management – MAM)
- Mid-Career Programmes (MBA and Masters in Finance – Full/Part Time)

- Leadership Programmes (Executive MBA – London and Dubai, EMBA-Global – LBS/Columbia Business School, EMBA-Global Asia – LBS/CBS/University of Hong Kong Business School and Sloan MSc in Leadership and Strategy)

The degree portfolio represents over 70% of the School's revenues. A number of programmes are ranked in the top#10 by the Financial Times.

Within the Degree Education and Career Centre sits the Global Recruitment team who are responsible for all recruitment activities including Student Recruitment, Recruitment Events, Digital Communications, Business Systems & Analytics and Business Development.

The Student Recruitment team are responsible for managing the enquiry pipeline, actively identifying, targeting and nurturing high-calibre candidates and converting them into strong applicants. Our vision is to increase the pool of qualified and relevant applicants across our degree programmes. We achieve this via a number of activities:

- Management of all inbound enquiries and relationship building with high-potential candidates
- Targeted nurturing campaigns and activities to potential candidates
- On and off campus recruitment activities and events

Job Purpose

The Student Recruitment Associate will be responsible for converting high-calibre degree programme enquirers into applicants, with a particular focus on the Leadership Programmes. This will be achieved via regular, targeted outreach campaigns, and outstanding relationship management and customer service skills. They will also manage all inbound enquiries (via phone, email and in person).

They will need to represent London Business School and the Global Recruitment team through events, networking receptions, one to one meetings and similar activities.

They must be able to communicate the value of our Programmes to individuals, being able to effectively understand candidate needs and navigate them through our offering and admissions processes.

It is essential that the jobholder possesses excellent interpersonal, customer service and communications skills, and has the confidence to liaise with a wide range of prospective students from fresh graduates to senior executives.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Recruitment

- Co-ordinate the recruitment of prospective students, through regular identification and personalised outreach to enquiries.
- Develop knowledge of London Business School offering and make initial match to prospective stakeholder needs.

Customer Service

- Act as the first point of contact within the team for prospective or current student/client/stakeholder enquiries and ensure that they are dealt with promptly to meet and exceed their needs and expectations.

Administration

- Complete tasks in accordance with defined policies and procedures to ensure that a consistent, world-class service is provided to all clients and stakeholders.

Analysis and Reporting

- Organise, upload into and monitor databases to ensure accurate recording against metrics to be used in the measurement of the team or department performance.

Collaboration and Support

- Work collaboratively with colleagues to help deliver team objectives and meet or exceed targets and metrics.
- Act as a point of referral for less experienced colleagues to help to resolve issues within the department.

Project Management

- Provide support (e.g. research, external benchmarking) to straightforward projects in own area in order to support project planning and implementation; sometimes taking the lead on defined project activities.

Process Improvement

- Keep up-to-date with relevant London Business School offerings and make suggestions for improvements based on client and stakeholder feedback.
- Proactively review relevant processes and systems within own area of work and make suggestions to improve efficiency and effectiveness.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, act in a resilient manner when responding to change, and proactively look for opportunities to support change to help embed it in the team and/or department.

KPIs:

- High-quality service provided to prospective or current student/client/stakeholder.
- Timely response to and resolution of enquiries, requests and issues.
- Contribution to the achievement of team targets.
- Accuracy and integrity of data in business systems.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience
- Excellent customer service skills and experience of working in a customer facing environment.
- Good communication skills and the ability to address a variety of stakeholders.
- Proactive approach to relationship development with colleagues and stakeholders.
- Good attention to detail.
- Good team working skills and the ability to work collaboratively.

Resources including team management

Staff	
Budgets	
Date Updated	