

JOB DESCRIPTION

Job Title	Student Recruitment Manager, MBA		
Reports to	Senior Global Recruitment Manager		
Department	Recruitment & Admissions		
Job Family	Relationship	Level	3

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 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 (full-time and

modular), the Masters in Management (MiM) and the Global MiM, the Masters in Financial Analysis (MFA) and the Masters in Analytics and Management (MAM). 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

The role of Student Recruitment Manager MBA sits within Global Recruitment, part of the overall Recruitment & Admissions function. Global Recruitment is focused on identifying, attracting and nurturing quality, diverse talent around the world to apply to our degree education programmes. We analyse quality indicators, segment and prioritise global markets and execute prospective student outreach plans and activities to achieve growth and quality targets. The team comprises 25 people working across the business areas of digital communications, events, student recruitment, corporate business development and Business systems and analytics

Student recruitment is involved in a number of pipeline building activities including:

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

The Student Recruitment Manager will be responsible for securing a strong pipeline of suitable qualified applicants for the **MBA programme**. They will also manage a Recruitment coordinator and oversee the portfolio's recruitment/sales activities.

The Student Recruitment Manager is also responsible for building relationships with relevant stakeholders (overall Global Recruitment team, Admissions, Marketing, and Careers) to support, develop and manage their pipelines. They will also need to develop relationships with candidates in order to recruit and convert the highest quality applicants from their pipelines.

They will provide input into strategic global recruitment activities and will be responsible for producing regular recruitment and pipeline reports for the senior stakeholders.

They will need to represent London Business School and Global Recruitment on campus, in London and abroad through events, networking receptions, one to one meetings and similar activities.

They must be able to communicate the value of our MBA, and on occasions the rest of our programme portfolio to individuals, understanding candidate needs and navigating them through our offering and admissions processes.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Recruitment

- Develop, maintain and nurture candidate pipelines to attract high-quality candidates and ensure key pipeline targets are met.
- Identify and build relationships with prospective candidates to achieve revenue and/or engagement targets, ensuring they are aligned with the School's strategic objectives and values.
- Act as an ambassador for London Business School and deliver presentations and network at events to promote the School and its offerings.

People Management

- Set individual priorities, and review/provide feedback/support on performance/impact/progress to ensure that the individuals achieves own and contributes effectively to wider goals
- Support team member in identifying learning needs and identify/promote learning opportunities, to enable good performance and impact in current role and appropriate career progression.

Relationship Management & Collaboration

- Contribute to the development of recruitment plans for the area, providing information to enable efficient and effective planning that meets area/departmental objectives.
- Act as a key liaison for clients and stakeholders to build relationships and promote the School's offerings with the target group.
- Apply knowledge and exercise judgement to diagnose client and stakeholder needs and match them to the right London Business School offering.
- Manage customer issues and concerns to achieve the best possible outcome for the customer and the School.
- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, and the identification and maximisation of prospective student relationships.

Analysis and Reporting

- Conduct research to identify pipeline strategy, and plan/deliver subsequent approaches/outreach plans with senior colleagues.
- Liaise across the teams and other departments to prepare reports to inform review, planning and decision making.

Product Knowledge

- Build and maintain a thorough understanding of London Business School's offerings, with an understanding of what differentiates the School from competitors, for use in the development of relationships and associated activities.
- Become the product and market expert for their portfolio of programmes, developing specialist knowledge of the programme, alumni, and students to support content and recruitment strategies.

Process Improvement

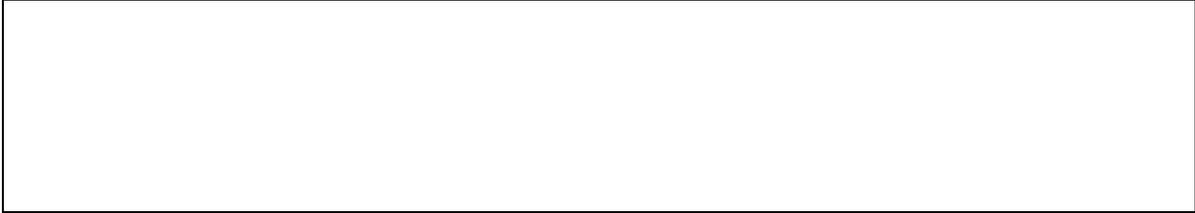
- Monitor business processes for own team, plan and carry out regular reviews to identify opportunities for service improvement in light of changing customer/stakeholder needs, feedback and/or current best practice thinking; follow through on improvements once agreed.
- Manage implementation of new processes in conjunction with new IT work packages.

KPIs:

- Pipeline targets for applicants and high-quality candidates achieved or exceeded.
- Development of relationships with current and prospective clients and stakeholders.
- Delivery of high-quality service to candidates and stakeholders.
- Excellent client and stakeholder experience.
- Production of high-quality reports, with the identification of trends and issues.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Improvements in processes and procedures in own area.
- Engagement, retention and performance levels of direct reports.

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Excellent stakeholder engagement skills with experience of managing a large range of different stakeholders.
- Experience of using CRM software to extract, analyse and report on data.
- Sound business development skills.
- Experience of applying sales/ engagement/conversion techniques.
- Good project management skills.
- Excellent organisational skills and the ability to manage a portfolio of clients and stakeholders.
- Sound understanding of the wider School's offerings and the offerings of our competitors.
- Demonstrable knowledge of business education and/or relevant sector.



Resources including team management

The Student Recruitment Manager will manage a Student Recruitment Associate. The Student Recruitment Associate is the key contact point for enquirers, manages the recruitment inboxes and supports with the pipeline management. The Student Recruitment Manager reports to the Senior Global Recruitment Manager.

Staff	1
Budgets	None
Date Updated	21/01/2020