

# JOB DESCRIPTION

<b>Job Title</b>	<b>Senior Recruitment &amp; Admissions Manager, Masters in Finance (MiF) Programme</b>		
<b>Reports to</b>	<b>Recruitment &amp; Admissions Director, MBA and MiF Programmes</b>		
<b>Department</b>	<b>Recruitment &amp; Admissions, DECC</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>4</b>

## 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.

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

## About the Department

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 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 Masters in Finance (MiF) Recruitment & Admissions Team is part of this group and is responsible for recruiting and converting world-class MiF candidates from around the world.

The MiF Admissions Team is a busy and demanding place to work. The working environment is highly collaborative and the successful candidate will demonstrate a capacity to lead and work effectively as part of a team, have a sense of urgency and the ability to adapt. All members of the Team are also encouraged and expected to

take the lead in their areas of responsibility and to contribute elsewhere in the office and school as appropriate.

The MiF has revenue targets of c£10million per year and recruits c200 students annually, (125+ on the Full-time and 60+ on Part-time).

## Job Purpose

The main purpose of the role is to lead the MiF Admissions Team in selecting the highest quality MiF class from the applicant pool, building relationships with candidates and persuading the very best to join London Business School. We play a key role in promoting the School at events in the UK and internationally. All this is done in the context of stretching revenue and volume targets. The post will form part of the senior leadership in the larger MBA & MiF R&A Team, reporting into the Recruitment & Admissions Director MBA and MiF.

## Key Areas of Accountability and Key Performance Indicators (KPIs)

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.
- Lead the admissions process 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.
- Lead the weekly Admissions Committee, made up of Admissions, Recruitment, Career Centre and Programme Team colleagues.
- Review and set admissions policy on an annual basis, allowing for change in market conditions.
- Lead and develop selection training for all admissions readers and interview training for outgoing alumni.
- Create, implement and deliver annual admissions deadlines.
- Management of the team application reviewing, candidate / alumni interviews and decision communications deadlines in line with staged deadlines.
- Contribute to application reading.
- Manage Admit deposit and programme fee payment process, liaising with Accounts colleagues.
- Work with Business Systems & Analytics Team to ensure systems and processes work efficiently for customers and internally for the team.
- Lead on regular reporting and data analysis. Ad hoc reports will be required for senior management.
- Ensuring excellent feedback from all constituencies, including high levels of applicant (customer) satisfaction is achieved (this will be monitored through decline questionnaire and student entry survey).

**Recruitment:**

- In collaboration with R&A Director and Senior Recruitment Manager, contribute to planning and rollout of all recruitment (sales) activities for the MiF programmes.
- Input to Engagement planning activities with key stakeholders from the R&A Engagement Team (events and digital communications).
- Contribute to ongoing projects with central Marketing Team ensuring that the programmes are featured in School-wide campaigns.
- Oversee Student Ambassador Scheme in collaboration with MiF Recruitment Manager.
- Ensure all marketing collateral is reviewed and updated annually, including website and brochures, which are managed by Marketing.
- Deliver London Business School recruitment activities on-campus (including info sessions, webinars, Q&A sessions, panel discussions) and occasionally internationally and manage their team's contributions.
- With Senior Business Development Manager, contribute to the management of relationships with companies to maximise the number of sponsored students on the programmes.

**Scholarship Management:**

- Manage and execute scholarship strategy for Admits to ensure maximum yield from key markets.
- Lead team to select scholars and communicate all award decisions in a timely manner to maximize yield.
- Contribute to R&A Director's work with the Advancement and Accounts Teams on setting annual budgets for awards, new award sourcing and ongoing management.
- With Advancement, ensure website and Admits documents are updated with all relevant awards.

**Strategic yield activities**

- Lead on all yield conversion activities (maximising acceptances from offers), including events, digital content and communication to admits.
- Create and execute yearly plan for all activities.
- Track all activities in CRM and monitor impact.
- Manage effective (with supportive quantitative evidence) spend of limited conversion budgets.

**Line Management**

- Lead a positive, productive and collaborate team environment.
- Responsible for line-management of MiF Admissions Team, (currently three staff).
- 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 team deliver on their targets and contribute to the overall targets and quality metrics of the classes.

### **Additional Degree Programme Responsibilities**

- 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.
- 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 and Executive 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.

### **Knowledge, Qualifications and Skills Required**

- Undergraduate degree required (or equivalent qualification)
- Knowledge and experience of recruitment and admissions in the business education market is preferred.
- Significant knowledge of the offerings of leading business schools and professional qualification bodies.
- 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**

<b>Staff</b>	3 Direct reports
<b>Budgets</b>	Amount TBC, but to include scholarship budget of c£600k and Admissions operations budget.
<b>Date Updated</b>	May 2022