

# JOB DESCRIPTION

<b>Job Title</b>	<b>Student Recruitment Associate, Masters in Analytics &amp; Management</b>		
<b>Reports to</b>	<b>Student Recruitment Manager, Masters in Analytics &amp; Management</b>		
<b>Department</b>	<b>DECC Recruitment &amp; Admissions</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>2</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.

## About the Department

**Degree Education and Career 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 (DE&CC) is responsible for designing, promoting, recruiting for and delivering London Business School's portfolio of degree programmes. Programmes include 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 (fulltime 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 Student Recruitment Associate will be responsible for nurturing a strong pipeline of suitable prospective students for the Masters in Analytics & Management programme. The role will be required to develop relationships with candidates in order to recruit and convert the highest quality applicants from their pipelines. They will also need to develop relationships with stakeholders where appropriate, across the department and other areas of the school. They will deliver on various recruitment activities, such as live events, hosting small group meet ups, 1:1 conversations and writing blogs. The role will need to learn the tone of voice of the school, to manage a busy email inbox for the programme, answering inquiries appropriately and building relationships with prospective students. The role will need to be able to frequently use CRM to record activity and engage with candidates. The role is expected to learn the challenges and USPs of the programme and school. They will need to represent London Business School virtually, on campus, in London and sometimes internationally through events, networking opportunities, one to one meetings and similar activities. They must be able to communicate the value of our Masters in Analytics & Management, 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:**

##### **Customer Service**

- Act as the first point of contact within the team for prospective or current student/ stakeholder enquiries and ensure that they are dealt with promptly to meet and exceed their needs and expectations.
- Respond to candidate queries by phone, email and in person as needed.
- Able to adapt communication style to a range of key stakeholders, including those of diverse and different cultural backgrounds.

##### **Recruitment**

- Develop knowledge of London Business School offering and use it to make initial match to prospective stakeholder needs.
- Attending selected marketing and conversion events, helping with logistics and networking with candidates.

##### **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

**KPIs:**

- High-quality service provided to prospective or current student/client/stakeholder.
- Timely response to and resolution of enquiries, requests and issues.
- Meeting or exceeding targets and metrics.
- Contribution to the achievement of team targets.
- Up-to-date diary management.
- Accuracy and integrity of data in business systems.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Positive feedback from project managers.
- Compliance with processes, procedures and standards.
- Contributions to process reviews and operational improvements.

## Knowledge/Qualifications/Skills/Experience required

- Further education or equivalent.
- Excellent customer service skills.
- Experience of working in a customer-facing environment.
- A self-starter, with a proven track record of delivering against Key Performance Indicators or metrics.
- Excellent written and verbal communication skills and the ability to address a variety of stakeholders.
- Sound working knowledge of standard IT packages, systems and/or databases.
- Proactive approach to relationship development with colleagues and stakeholders.
- Good attention to detail.
- Good time management skills with the ability to organise and prioritise.
- Good team working skills and the ability to work collaboratively.
- Ability to interpret and apply guidelines to a specific activity.
- Experience in standard financial management processes. Possess an interest in higher education and student recruitment.

## Resources including team management

<b>Staff</b>	<b>N/A</b>
<b>Budgets</b>	<b>N/A</b>
<b>Date Updated</b>	<b>1 December 2021</b>