

Senior Manager for Recruitment, Marketing & Admissions (MBA & MSc Programmes)

£46,142.89- £55,145.02

ESCP Business School is currently looking for a talented and motivated Senior manager for our MSc & MBA Programmes, based at the London Campus situated in Northwest London.

Join the oldest business school in the world and be part of a European, multicultural institution that values innovation, collaboration, and personal growth. This is an exciting opportunity to contribute to world-class programmes and make a real impact on the next generation of business leaders.

As a Senior Manager for our MSc & MBA programmes, you will be responsible for leading marketing, student recruitment, and admissions for post-experience programmes at ESCP London, including Specialised Masters and MBA programmes. This role manages a small team, drives multi-channel campaigns, and collaborates with local and European colleagues to achieve strategic objectives. Ideal candidates have experience in student recruitment, admissions, and higher education, with strong communication and leadership skills.

Main Duties and Responsibilities

- Develop and implement comprehensive marketing and media strategies for all programmes, including customer journey mapping, market research, targeting, segmentation, positioning, budgeting, and performance tracking, while monitoring KPIs, ROI, and recruitment forecasts to ensure campaigns are delivered on time and within budget.
- Leverage analytics and competitive insights (CRM, Microsoft Clarity, Google Analytics, Advertising Pixels) to optimise campaigns, highlight ESCP's differentiators, identify new market opportunities, and contribute creative ideas for continuous improvement.
- Collaborate cross-functionally with European marketing and recruitment teams to align campaigns with overall admissions strategy, drive innovation in content and formats, and coordinate key initiatives such as the annual QS Masters in Marketing ranking submission.
- Manage media agencies, external suppliers, and creative partners to oversee the execution and optimisation of multi-platform marketing campaigns (Google Ads, Facebook, LinkedIn, TikTok, etc.) and ensure the timely production and delivery of high-quality digital and print assets, including advertising, videos, photography, and event materials.

- Lead digital marketing and engagement for programmes, including strategy, paid social, SEO/SEM, website and content management, marketing automation, CRM communications, email campaigns, and community interaction across social media, alumni, and student platforms.
- Lead student recruitment and admissions for domestic and international markets, managing teams, streamlining operations, building stakeholder relationships, and driving outreach through events, webinars, and other engagement activities to attract prospective students.
- Monitor and report on marketing and recruitment performance, tracking KPIs, ROI, and campaign effectiveness, while analysing student feedback through surveys and focus groups to inform strategy and support recruitment forecasting.
- Lead and manage the marketing, recruitment, and admissions team, setting strategic direction and KPIs, tracking performance, fostering innovation and development, and overseeing budget allocation across all programmes.

Experience & Education:

- Experience working within higher education
- Bachelor's degree in Marketing, Business Administration or related field.
- Experience in setting, monitoring and reviewing budgets and negotiating resources.
- Significant experience in developing and delivering a marketing, recruitment and admissions strategy, preferably in Higher Education
- Fluent English speaker with strong communication skills

What can ESCP offer you?

- 30 days annual leave with the addition of Bank Holidays
- Company pension scheme with exceptional employer contributions
- Permanent Health Scheme
- Death in Service Insurance
- Private Healthcare after successful probation period
- Enhanced Paid Maternity & Paternity with length of service
- Enhanced Sick Pay with length of service
- Hybrid Working is available, upon negotiation with the manager.
- On-site Cafe with Staff discount
- Exclusive discounts with surrounding local businesses
- Language lessons available in Spanish, Italian, German, French

Application details



Applicants should submit a CV to our Human Resources Department at UKrecruitment@escp.eu

Please note the recruitment department starts screening CVs and interviewing candidates from the start of the recruitment campaign. A successful candidate could progress to offer before the advertised closing date. We encourage you to apply as soon as possible.

ESCP Business School is committed to offer equal employment opportunities regardless of age, sexual orientation, gender, nationality, ethnic origin, disability or parental status.

We base all our employment decisions on merit, job requirements and business needs.

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management. In 2023, ESCP was ranked 3rd in the FT European Business Schools rankings.

Several generations of entrepreneurs and managers were trained in the firm belief that the business world may feed society in a positive way. Each year, ESCP welcomes 9000+ students and 5000 managers from 130 different nationalities. We offer a full range of full-time degree programmes from our generalist BSc in Management, Master in Management (FT-ranked 5th worldwide), and MBA in International Management (FT-ranked 27th worldwide) to a portfolio of over 20 specialist Master-level programmes, including our MSc in Finance (FT-ranked 1st worldwide), and to PhD. We also deliver executive education programmes including the Executive MBA (FT-ranked 5th worldwide), specialist Master-level executive degree programmes, and Executive PhD. All of the programmes include a multi-campus experience.

ESCP contributes to the learning and development of executives and managers at some of the world's leading companies through the development and provision of customised courses.

For more information about the School please visit our website on www.escp.eu