

## JOB DESCRIPTION

<b>Job Title:</b>	Recruitment Executive (MSc Programmes)
<b>Responsible to:</b>	Head of Marketing, Admissions and Communications
<b>Grade:</b>	UK Campus Professional Services Grade 3 — Executive

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### **Job Summary and Purpose:**

The post-holder will be responsible for the recruitment of our full-time Specialised Master Programmes: Master in Marketing and Creativity (MMK), Master in Energy Management (MEM) and Master in Digital Transformation Management & Leadership (MIDITAL). The person will be ensuring the agreed recruitment strategy is implemented effectively and efficiently. The primary role is to represent the School and successfully recruit and screen qualified candidates, as well as interacting with prospective students and implementing student conversion strategies.

The Executive will ultimately report to the Head of Marketing, Admissions and Communications (Head of Department) but will be supervised on a day-to-day basis by the Postgraduate Marketing and Recruitment Manager. The Executive will actively participate in the development of these programmes at the London Campus and will interact with the global Admissions and Recruitment team in Paris to enable delivery of the School's objectives. This is a varied and demanding role that requires a good understanding of management education and higher education markets. This role requires a strong, demonstrated ability to coordinate multiple priorities, deliverables, and timelines.

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### **Main Duties and Responsibilities:**

#### **Planning and Evaluation:**

- Plan and forecast the annual recruitment activities.
- Work with the Head of Marketing, Admissions and Communications (HMAC) and the Marketing and Recruitment Manager (MRM) on the annual recruitment budget for the programmes
- Implement the agreed recruitment plan with support from the HMAC and MRM
- Monitor and measure the effectiveness of these plans according to key performance indicators, providing weekly and monthly recruitment reports to stakeholders (Local Programme Directors, MRM, HMAC and Dean)
- Work closely with MRM and Programme Directors to regularly assess needs and priorities relating to recruitment for the programmes.

### **Recruitment Responsibilities**

- Build and maintain relationships on an international scale with key recruitment sources (QS, Access), alumni and commercial partners.
- Organise and coordinate logistics for all our events/fairs (including information sessions, local and international fairs, open days, and other recruitment activities).
- Book fairs and arrange necessary courier services as per the company travel and purchasing policies
- Represent the School at on-campus/off-campus recruitment events both locally and internationally.
- Manage Student Ambassadors to support you with delivering the recruitment strategy and events; motivating them and providing feedback
- Build strong internal relationships with colleagues across the Marketing, Recruitment and Admissions team in all ESCP campuses

### **Student Conversion / Marketing Functions**

- Implement the agreed student conversion plans using a combination of email marketing, phone and personal selling techniques with the support of MRM
- Manage leads pipeline through CRM system and ensure timely follow up.
- Act as the first point of contact for the MSc programmes, providing prospective students advice and guidance on applying to the right programme
- Work closely with the MRM to assist with implementation of marketing strategies by providing key recruitment data

### **Benchmarking and Research**

- Understake regular competitor analysis and identifying new recruitment events and market opportunities

### **The post-holder must have:**

- The ability to work independently and as part of a team, with minimal supervision
- Professional verbal and communications skills and the ability to communicate well at all levels and to build effective relationships (internally and with our sister campuses)
- Excellent presentation skills and professionalism, able to adapt to a large and small scale
- Strong communication skills with the ability to adapt to different audiences, build trust through active listening and ability to understand barriers and concerns
- High level of accuracy and attention to detail
- Strong project management skills and the ability to analyse and interpret data
- Student-centred, advisor-oriented approach and the ability to perform multiple tasks effectively and efficiently
- Excellent organisational and IT skills
- Strong customer service orientation
- Williness to travel
- Valid passport that is current and in good standing

- Have exceptional initiative and judgement

**Experience and Education:**

- Educated to degree level or equivalent
- Experience of working in an international environment
- Must be a native English speaker and writer
- Experience in a recruitment or sales-oriented role in a client-focused service industry
- Foreign languages are a plus.
- Previous experience in Higher Education or/and in university is desirable

If you have any questions about the role or application process, please contact the Human Resource Department at [ukrecruitment@escpeurope.eu](mailto:ukrecruitment@escpeurope.eu)

For more information about the School please visit our website on [www.escpeurope.eu](http://www.escpeurope.eu)