

## JOB DESCRIPTION

<b>Job Title:</b>	Recruitment & Admissions Executive
<b>Responsible to:</b>	Associate Director of Marketing, Admissions and Communications (Head of Department)
<b>Managed by:</b>	Postgraduate Manager of Marketing, Recruitment and Admissions
<b>Grade:</b>	UK Campus Professional Services Grade 3 – Executive

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

The successful post-holder will be responsible for the recruitment of our full-time, postgraduate degree programmes: MSc in Energy Management (MEM) and MBA in International Management. Primary responsibilities include ensuring that the agreed recruitment and admissions strategy is implemented effectively and efficiently against strategic objectives and ambitious targets.

As an independent self-starter, the Recruitment & Admissions Executive will exhibit a high degree of professionalism when representing the School, as well as accuracy and attention to detail when interacting with prospective students and screening qualified candidates. This role requires a strong, demonstrable ability to coordinate multiple priorities, deliverables and timelines as occasional travel within the UK and abroad will be required.

The Recruitment & Admissions Executive ultimately reports to the Associate Director of Marketing, Admissions and Communications (ADMAC) but will be managed on a day-to-day basis by the Manager of Marketing, Recruitment and Admissions (PM). Building strong relationships and understanding the role in collaborating with others is crucial. The Executive will actively participate at the European level with the global Marketing, Recruitment and Admissions team and with key local programme stakeholders (Director, Programme Office, Visa Office, etc.) to enable delivery of the School's objectives.

This is a varied and demanding role that requires a good understanding of management education, excellent interpersonal and influencing skills, as well as knowledge of global education systems and higher education markets.

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

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

- Develop an annual admissions and recruitment plan with activities to deliver the required volume of recruited students with support from the Postgraduate Manager of Marketing, Recruitment and Admissions (PM)
- Monitor and measure the effectiveness of these plans according to key performance indicators, providing weekly and monthly recruitment and admissions reports to stakeholders (Local Programme Directors, PM, ADMAC and Dean)

- Work closely with colleagues in marketing across the business to regularly assess needs and priorities relating to recruitment for the MEM and MBA programmes
- Attend monthly video conferences with the global Marketing, Recruitment and Admissions team across all recruiting campuses to discuss updates and initiatives
- Work with PM and ADMAC on the annual recruitment and admissions budget and report on ROI and effectiveness for the MEM and MBA programmes

### **Recruitment**

- Build and maintain positive relationships on an international scale with key recruitment sources including service providers (ex. QS, Access), alumni, local representatives/agents, and commercial partners
- Organise and coordinate logistics for all programme-related events/fairs (including information sessions, thematic webinars, local and international fairs, open days, and other recruitment activities)
- Book fairs, conferences, travel, and 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 the delivery of the recruitment strategy and events; motivating them and providing feedback
- Build strong internal relationships with colleagues across different departments: Marketing, Recruitment, Admissions, Programme office and Careers team in London and across all our sister ESCP campuses
- Work closely with the Alumni Association to connect with alumni from both programmes so they can support our recruitment and admissions activities

### **Student Conversion and Marketing**

- Implement the agreed student conversion plans using a combination of email marketing, phone and personal selling techniques
- Manage leads pipeline through CRM system and ensure timely follow up
- Act as the first point of contact for the MEM and MBA programmes, providing prospective students advice and guidance on applying to the right programme
- Work closely with the marketing and student services teams to implement regular communications (ex. emailings, webinars, etc) to prospective students and provide key recruitment and admissions data

### **Admissions**

- Responsible for coordinating MEM and MBA admissions sessions (ie. downloading candidate's applications, booking the interview panel, inviting candidates for interviews, coordinating SHL tests for candidates, etc.)
- Responsible for ensuring the efficient and effective processing of admissions materials submitted as part of the application process
- Correspond with applicants in person, by phone or email regarding missing materials, admissions status, answering enquiries, and confirming enrolment
- Ensure the processing of applications and supporting documents as well as 'next step' communication in a timely manner
- Assist in the collection of admissions statistics throughout the admissions cycle using admissions software and other appropriate applications such as Excel.

- Maintain continuous follow up with applicants from completed application to matriculation stage
- Communicate with prospects regarding admissions process and policies
- Reviewing application forms and supporting documents, conducting initial profile assessment and processing application files in accordance with prescribed guidelines for the programme
- Report to the PM on admission-related matters, provide recommendations and support on improving the process
- Coordinating admissions sessions effectively and ensuring a timely admissions results input into the admissions files, and statistical data/reports production
- Ensuring the financial registrations and policies are followed during the enrolment process.
- Processing scholarship applications and provide recommendations.
- Use the data in accordance with the Data Protection Act, as outlined in the School guidelines
- Attend the Postgrad status meetings and provide relevant reports and updates on admissions.
- Support the wider team during Induction Days and Open days
- Responsible for monitoring and managing all incoming communication related to MEM and MBA programmes
- Work closely with the Visa Officer to ensure international students get all documents required for visas
- Work closely with the Programme Office team to ensure students have a smooth transition after they confirm their offer until they are seated in class

### **Benchmarking and Research**

- Undertake regular competitor analysis and industry trends research to identify new market opportunities and recruitment events

### **Others:**

- Support other recruitment and admissions teams during busy periods or when it is required.

### Desirable Skills and Experience:

- Organisational and time management skills
- Proactive engagement and judgement
- High level of accuracy and attention to detail
- Ability to work independently and as part of a team, with minimal supervision
- Confident and clear communicator across different audiences (online/offline)
- Ability to build trust through active listening and good understanding of barriers and concerns
- Excellent presentation skills and professionalism with the ability to adapt to a large and small scale
- 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

- Strong customer service orientation
- Valid passport that is current and in good standing
- Valid driver's licence in good standing a plus
- Willingness to travel within the UK and abroad (10-15%)

**Experience and Education:**

- Educated to degree level or equivalent
- Minimum 5 years professional experience
- In-depth knowledge of the student recruitment and admissions process, as well as a proven experience of developing strategies and plans which deliver demonstrable impact against strategic objectives
- Experience in international student recruitment (particularly in the UK and US markets) or sales-oriented role in a client-focused service industry
- Experience working as part of an international team
- Previous experience in Higher Education or/and in university is a plus

**Additional Details**

- This is a full time, permanent position working 35 hours per week
- Please note that ESCP is operating a hybrid working model, which means a mix of working on site and from home. Confirmation of days worked on campus are arranged with the line manager