**JOB DESCRIPTION**

**Recruitment and Conversion Officer**  
**Vacancy Ref: N1514**

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Recruitment and Conversion Officer</th>
<th><strong>Present Grade:</strong></th>
<th>6</th>
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</thead>
<tbody>
<tr>
<td><strong>Department/College:</strong></td>
<td>Recruitment and Conversion Team (LUMS)</td>
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<td><strong>Directly responsible to:</strong></td>
<td>Recruitment and Conversion Manager</td>
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<td><strong>Supervisory responsibility for:</strong></td>
<td>Recruitment and Conversion Coordinator</td>
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**Other contacts**

**Internal:**
- LUMS Marketing Team
- LUMS academic departments
- LUMS directors of programmes
- LUMS Associate Deans
- University UK Student Recruitment Office
- University International Student Recruitment
- University Admissions

**External:**
- International, EU and UK stakeholders involved in student recruitment and conversion including UCAS, schools, colleges and universities
- Applicants, parents and influencers
- Study Group and other pre-university feeders
- Appointed overseas representatives and recruitment agents
- Recruitment fair organisations
- HELOA, BULIA and other external professional bodies as appropriate

**Job Purpose:**

- The Recruitment and Conversion Officer will focus on the development and execution of the School’s student recruitment strategy, targeting appropriate students from key geographies. The role holder will grow awareness, recruit and convert students through varied channels, in order to meet annual student growth and income targets for the Management School.

**Major Duties:**

- As part of the Recruitment and Conversion team, operationalise the LUMS student recruitment and conversion strategy.

- Be the lead representative for the Management School at external student recruitment events, equipped with an in-depth knowledge of the School’s programmes, developed through close working with academic departments.

- Meet with and provide accurate information and guidance to potential students in order that they are clear on the School’s products and application process and understand the advantages of studying in LUMS.

- Deliver high quality presentations to multiple audiences, including agents, schools and prospective students, showcasing the Management School, its products and its USPs.
• Where relevant, plan and deliver on-campus recruitment events for students including Visit Days and Campus Tours in liaison with School and University teams.

• Evaluate return on investment for recruitment activities in order that activities are most targeted and effective.

• As part of the Recruitment and Conversion team, deploy conversion activities to maximize the recruitment and arrival of new students.

• With the Recruitment and conversion Coordinator, manage and process prospective student enquiries, ensuring timely follow up with appropriate action.

• Be a primary contact for monitoring and answering queries originating from the School’s website and social media accounts, as well as from recruitment events.

• Deliver applicant conversion tactics, including online activity for offer holders (such as virtual chats and webinars), telephone campaigns and face-to-face activities.

• With the wider Marketing team, develop high quality content, including for the iLancaster app, designed to maximize conversion from key audiences.

• Work with the University’s student recruitment teams to ensure coordinated delivery of appropriate recruitment activities.

• Support the Marketing team in the creation of marketing materials for multiple channels, including general content authoring and the capturing of student generated content, in order that recruitment and conversion communications are of the highest quality.

• Gain buy-in and understanding from academic departments to enhance conversion activities undertaken by the team and enrich department-led interactions with applicants.

• With the Recruitment and Conversion Manager, have a detailed understanding of appropriate information and data in order that recruitment and admissions progress can be monitored accurately and management information compiled and shared with internal stakeholders.

• To undertake any other duties appropriate to the grade as required by the line manager.

This post will require you to undertake frequent travel/weekend/evening work. This may include UK, EU and international travel for periods of up to two weeks at a time and 8-10 weeks per year. Typical peak travel periods are from late September to December and from January to May. You will be required to work during the Confirmation and Clearing period each year.