Job Title: Recruitment & Conversion Manager

Vacancy Ref: A2126

Department/College: Lancaster University Management School (LUMS)

Present Grade: 8P

Directly responsible to: Marketing Manager

Supervisory responsibility for: Recruitment & Conversion Officers

Other contacts

Internal:
- LUMS Dean
- LUMS Head of Administration
- LUMS Marketing team
- LUMS Undergraduate and Postgraduate Associate Deans
- LUMS Heads of Department & Departmental Officers
- University UK Student Recruitment and Outreach
- University International Student Recruitment
- University Admissions

External:
- International, EU and UK stakeholders involved in student recruitment and conversion including schools, colleges and universities
- 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:

- In collaboration with key stakeholders in Recruitment, Admissions and International Development, the Recruitment and Conversion Manager will lead on the development and execution of the School’s UK, EU and international student recruitment strategy. This will involve identifying and targeting appropriate students from key geographies and/or feeder schools/colleges in order to grow awareness, recruit and convert students through varied channels, in order to meet annual student growth and income targets for the Management School at Undergraduate and Postgraduate level.

Major Duties:

- Lead on student recruitment and conversion within the Management School through developing, implementing and evaluating a strategy and annual operational plan, which achieves growth in line with School objectives.

- Work collaboratively with University teams, including the UK Student Recruitment Office, Outreach and the International Office to ensure that LUMS and University targets are met.

- With Marketing colleagues, lead on the creation and deployment of effective communications for potential students, creating a blueprint which ensures that communications are timely and effective throughout the student journey.
• Develop communications and training materials for applicant opinion formers, such as School teachers, parents and agents.

• Create and deploy a suite of presentation materials for use at recruitment events.

• Take lead responsibility with the School for enquiry management and excellent customer service in order to generate leads that convert into strong applications and enrolments to the Management School.

• Manage and lead the School’s contribution towards UG and PG Open Days, Applicant Visit Days and Campus Tours, including planning, delivery and evaluation.

• Support the University Confirmation and Clearing call-centre activities in August each year, as LUMS lead, coordinating numbers and grades between the academic departments, the School and the University Admissions team.

• Be the student recruitment and conversion expert within the School, through maintaining accurate and up to date knowledge of Postgraduate and Undergraduate performance and sharing this with colleagues including the Associate Deans of Undergraduate/Postgraduate and heads of academic departments.

• Offer professional and accurate advice on a variety of UK, EU and international student recruitment and conversion topics to senior colleagues, from general advice up to strategic level recommendations.

• Contribute to the Marketing team’s annual plan, ensuring that all activity reinforces the School’s purpose and supports the realization of objectives.

• Work with the University’s UK and International teams to develop and implement an operational plan to ensure delivery of appropriate recruitment activities.

• Engage with and enlist the support of academic departments in supporting student recruitment activity.

• Have a high understanding of programmes’ features and benefits through working closely with academic departments across the School.

• Regularly update internal stakeholders, including Associate Deans of UG/PG with market intelligence from key markets.

• Attend and contribute to University admissions updates and, at a School level, monitor application statistics, providing regular reports on UG/PG and market performance.

• With your Recruitment and Conversion team, represent the School throughout the UK, through visits to target schools, selected UCAS events (in conjunction with the University’s UK Student Recruitment team) and business school-specific events.

• With your Recruitment and Conversion team, undertake overseas recruitment visits to key markets, representing the School and undertaking visits to agents, schools and other groups in order to generate applications to the School.

• Identify key markets in which to recruit students most effectively, supporting the School’s strong international character through a diverse range of nationalities and backgrounds.

• Engage with Study Group’s on-campus International Study Centre to ensure high positive awareness of the School, maximizing subsequent progression into the School. In conjunction with the University’s international office, take advantage of Study Group’s global network of agents in recruiting students from outside of the EU.
• Host visits from overseas stakeholders to the School, in support of the University’s International Office

• With your Recruitment and Conversion team, undertake frequent travel/weekend/evening work as required. This post 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.

Financial

• To manage the School’s student recruitment and conversion budget, optimizing expenditure through ensuring that all activity is appropriately costed and recorded.

Line management

• To lead a team of LUMS Recruitment & Conversion staff, including line management of Recruitment & Conversion Officers (currently x3) and responsibility for Recruitment and Conversion Coordinators (currently x2). Ensure high quality delivery of activity of the team, enhancing the profile and visibility of the School.

Other duties

• Deputise, as and when necessary, for the Marketing Manager

• Other related tasks as required by the Marketing Manager