

JOB DESCRIPTION
Recruitment and Conversion Coordinator
Vacancy Ref: N1590

Job Title: Recruitment and Conversion Coordinator	Present Grade: 5
Department/College: Recruitment and Conversion Team	
Directly responsible to: Recruitment and Conversion Officer	
Supervisory responsibility for: Student Ambassador Team	
<p>Other contacts</p> <p>Internal:</p> <ul style="list-style-type: none"> • LUMS Marketing Team • LUMS academic departments • LUMS professional services teams • University Admissions and LUMS Admissions Tutors • University International Student Recruitment • University UK Student Recruitment Office <p>External:</p> <ul style="list-style-type: none"> • 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 • External professional bodies as appropriate 	
<p>Job Purpose:</p> <p>With responsibility for either undergraduate or postgraduate, the Recruitment and Conversion Coordinator will support the team through delivering the School's student recruitment and conversion strategy, targeting appropriate students from key geographies. With a particular emphasis on the offer-to-acceptance stage, the role holder will recruit and convert students through varied channels, in order to meet annual student growth and income targets for the Management School.</p> <p>Major Duties:</p> <ul style="list-style-type: none"> • Be the main point of contact within the School for all undergraduate or postgraduate admissions enquiries, both externally and internally originated. • In liaison with Admissions, generate and send all offer letters and associated applicant information being responsible for their accurate content. • Coordinate applicant interviews with academic departments, undertaking all associated scheduling and communications externally and internally. 	

- Support the team in developing and deploying engaging interactions with prospective students and applicants in order to maximize conversion throughout every stage from enquiry to enrolment.
- Deploy conversion communications across multiple communications channels, including digital and face-to-face, which showcase the School, its departments, programmes and USPs accurately and informatively.
- Put a range of conversion campaigns into operation, including call campaigns, utilising Student Ambassadors to support effective delivery and continually evaluating campaign effectiveness.
- Manage the recruitment and deployment of Student Ambassadors in support of recruitment and conversion activities.
- In conjunction with the UK Student Recruitment Office and International Office, contribute to activities that enhance applicant conversion within the Management School, including supporting activities with recruitment agents.
- Support arrangements for off-campus recruitment and conversion activities for the team, which may include attending the event.
- Facilitate the contribution of other professional and academic functions or departments within the School to enhance the effectiveness of conversion activities.
- In liaison with the University and as the School lead, provide support for on-campus recruitment events, including open days, applicant visit days and campus tours, ensuring all arrangements are in place and delivered within the allocated budget.
- Provide face-to-face information to prospective students, parents and influencers about the School and its programmes.
- Any other duties appropriate to the role, as required by the line manager.

This post will require you to undertake weekend and evening work. This post may also require occasional travel in the UK, EU and internationally to deliver student recruitment related activities. Any overseas travel would not exceed four weeks per year in total.