JOB DESCRIPTION

Undergraduate Recruitment and Conversion Manager
Recruitment, Admissions and International Development
Vacancy Ref: A3598

<table>
<thead>
<tr>
<th>Job Title: Undergraduate Recruitment and Conversion Manager</th>
<th>Grade: 7</th>
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<tbody>
<tr>
<td>Department/College: LUMS Marketing, Recruitment and Alumni Team</td>
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<td>Directly responsible to: Marketing Manager</td>
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<td>Supervisory responsibility for: Recruitment and Conversion Officers</td>
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**Other contacts**

**Internal:** LUMS MRA Team, LUMS Undergraduate Associate Dean, Head of UK Student Recruitment and team, Head of International Office and team, Head of Admissions and team, CRM Manager, LUMS Admissions Tutors, LUMS Programme Directors, other professional services colleagues.

**External:** Schools and Colleges; teachers, advisers, year 12/13 students, Parents and Influencers, UG Enquirers and Applicants, Study Group and other foundation providers, Agents, Suppliers, HE sector professional networks and Alumni.

**Major Duties:**

To devise and implement creative and innovative operational plans that meet targets for the recruitment of well qualified UG students wishing to study at Lancaster University Management School

**Principal Duties:**

- Overall responsibility for the operational planning, management, development, delivery and reporting of LUMS UG recruitment, ensuring that the implementation of recruitment strategies result in successfully meeting student recruitment targets for LUMS
- With the LUMS senior team, have responsibility for designing and delivering the School’s UG recruitment strategy
- Effective working with the University’s Global Recruitment Office (GRO) to maximise applications to the University during the UCAS application window
- To be the lead for conversion of applicants to LUMS programmes
- Overall responsibility for schools and colleges liaison activity where LUMS-specific, ensuring a ‘one University’ approach is achieved in optimising recruitment from feeder schools and colleges
- To be the primary contact for colleagues in the University’s Global Recruitment Office (GRO), including the Head of UK Student Recruitment, the Head of International Recruitment and the Head of Admissions
- Ensure that the schedule of recruitment events assists in maximising the generation and conversion of student applications to LUMS and that all activities are robustly evaluated and monitored
- To provide line management to the Recruitment and Conversion Officer (Undergraduate) and the Recruitment and Conversion Officer (Events)
- To be responsible for the training, development and on-going support of staff, including setting objectives, targets and monitoring performance using relevant University policies and procedures
• To be a LUMS UG programme expert, with a sound understanding of programmes, entry requirements and the application process, sharing this knowledge with the team and with GRO

• Ensure a comprehensive understanding of competitor activity through targeted observations, professional networks and reports

• To work with GRO to develop, deliver and evaluate a strategy for maximising engagement and applications from well-qualified applicants from target institutions across the UK

• To identify engagement opportunities with relevant stakeholder groups such as alumni, businesses, or other sector organisations to raise awareness of LUMS with our target audiences

• To raise the profile and awareness of LUMS with parents and influencers

• Support the Marketing Manager with the management of budgets relating to expenditure on UG recruitment activity, ensuring that resource is appropriately allocated and deployed

• Ensure that a high level of service is delivered, internally and externally, including through regular liaison with academic Heads of Department and the Undergraduate Associate Dean

• To collect, monitor and share data with respect to the performance of UG recruitment with members of the LUMS Policy and Resources Committee

• Deliver presentations, as required, at events (either on or off campus) to key target student groups and their influencers, as well as other stakeholders or HE professional networks

• To build and maintain meaningful relationships with key contacts in selected schools and colleges

• To support the Recruitment and Conversion Officer (Undergraduate) in the production of regular school and college-facing updates, and enquirer/applicant communications, ensuring all work is on brand and of high quality

• Represent the Marketing, Recruitment and Alumni Team on working groups, project teams and committees, as required

• As a key member of the team, undertake frequent travel/weekend/evening work as required. This post may include UK, EU and international travel for periods of up to 10 days at a time and 8 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

• Any other duties related to the post as determined by the Marketing Manager