Job Title: Postgraduate Recruitment and Conversion Manager

Department/College: LUMS Marketing, Recruitment and Alumni Team

Directly responsible to: Marketing Manager

Supervisory responsibility for: Recruitment and Conversion Officer

Other contacts

Internal: LUMS MRA Team, LUMS Postgraduate Associate Dean, LUMS Associate Dean for Engagement, Head of Partnerships and Engagement Team, Head of International Office and team, Head of UK Student Recruitment and team, Head of Admissions and team, CRM Manager, LUMS Programme Directors, LUMS Executive Education team (CETAD), other professional services colleagues.

External: Prospective PG and Executive students, Parents and Influencers, PG Enquirers and Applicants, Study Group and other pre-Masters providers, Recruitment Agents, Suppliers, HE sector professional networks, Alumni.

Major Duties:

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

Principal Duties:

- Overall responsibility for the operational planning, management, development and delivery of LUMS PG recruitment events and activities 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 PG recruitment strategy

- Overall responsibility for LUMS’s representation at national and international PG recruitment events, including those associated with Executive Education

- To be the primary contact for colleagues in the University’s Global Recruitment Office (GRO), including the Head of International Recruitment, the Head of UK Student 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 (Postgraduate)

- 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 PG 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 identify engagement opportunities with relevant stakeholder groups such as alumni, businesses, or other sector organisations to raise awareness of LUMS programmes, most especially in support of recruitment to Executive programmes

• With CETAD, raise the profile and awareness of LUMS Executive programmes with prospective students

• Support the Marketing Manager with the management of budgets relating to expenditure on PG 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, the Postgraduate Associate Dean and members of CETAD

• To collect, monitor and share data with respect to the performance of PG and Executive 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 support the Recruitment and Conversion Officer (Postgraduate) in the production of regular 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