



## Job Description

<b>Job title:</b>	Recruitment and Marketing Manager (MBA Programmes)
<b>Department/Faculty:</b>	School of Management
<b>Grade:</b>	7
<b>Location:</b>	MBA Recruitment Office

### Purpose of the job:

This role forms part of the School's MBA team, responsible for directing the recruitment, selection, and enrolment of high-calibre students for the University's portfolio of accredited and competitive Full-time and Part-time MBA programmes. The post holder is also responsible for all the marketing development work relating to the Bath MBA.

The role holder will promote the School's MBA programmes to potential students and sponsoring companies directly and by managing relationships with agents. This will involve leading information events, providing copy for virtual recruitment fairs and conducting one-to-one interviews. The role holder will then coach potential candidates to ensure appropriate recruitment. The role holder will need to work closely with other MBA programme staff to gain in-depth knowledge of the Bath MBA and related activities.

### Source and nature of management provided

Associate Dean for Postgraduate Students with operational guidance from the Director of Studies.

The role will work closely with the School's Marketing team who provide advertising and PR across the School's portfolio of programmes.

### Staff management responsibility

Not applicable.

### Special conditions

Work outside normal working hours during peak recruitment season, and for recruitment events in the UK and internationally, is expected. This may involve weekend working on occasion, as some events are scheduled at the weekends.

### Duties and Responsibilities:

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| <b>1</b> | <b>Marketing development</b> <ul style="list-style-type: none"><li>i Communicate insight obtained through contact with sponsoring companies to School's Marketing team and Executive Board to inform the development of appropriate marketing and recruitment strategies</li><li>ii Manage marketing and recruitment strategy to ensure entry targets are met.</li></ul> |
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	<p>Discuss strategy with Director of Studies, and others in the School as appropriate, if mid-term figures suggest revisions required.</p> <ul style="list-style-type: none"> <li>iii Attend recruitment fairs, both in the UK and internationally, and oversee creation of electronic promotion activities for virtual recruitment fairs and other e-marketing formats</li> <li>iv Provide the School's Marketing team with appropriate content for advertising campaigns and copy for PR activities</li> <li>v Write persuasive communications for MBA brochures and other marketing material</li> <li>vi Operate as budget holder for MBA marketing.</li> <li>vii Oversee the MBA scholarship scheme</li> </ul>
<b>2</b>	<p><b>Recruitment/coaching of appropriate candidates</b></p> <ul style="list-style-type: none"> <li>i Develop a thorough knowledge of the programmes in order to be able to promote it to candidates</li> <li>ii Develop understanding of the further education needs of ambitious managers and professionals</li> <li>iii Undertake all interviews (in person, by telephone, or Skype) with potential candidates to encourage conversion to enrolees. Coach candidates and their sponsoring companies to ensure awareness of ways in which the Bath MBA programme matches their needs</li> <li>iv Maintain relationships with overseas Agents</li> <li>v Arrange information sessions for potential applicants. Act as main speaker at information sessions</li> <li>vi Arrange master classes and promote these to potential applicants and sponsoring companies. Liaise with colleagues to source speakers/presenters.</li> <li>vii Identify key relationship-building strategies including evaluating new recruitment tools and products</li> <li>viii Provide content for social networking activities used to promote the programme, convert applicants and provide pre-arrival information</li> </ul>
<b>3</b>	<p><b>Admissions material</b></p> <ul style="list-style-type: none"> <li>i Write, and ensure currency of, admissions information on web-site and on-line application services on a regular basis</li> <li>ii Provide information on candidates' suitability for the programme to the MBA Admissions team, to inform selection in conjunction with other application criteria</li> <li>iii Help to monitor the responses of applicants to decisions, produce regular reports using Business Objects and SAMIS and respond to requests for specific data and analysis</li> </ul>
<b>4</b>	<p><b>Other</b></p> <ul style="list-style-type: none"> <li>i Provide timely reports to meet the management information requirements of the School and University, including for ranking data and accreditations</li> </ul>
<p>The post holder will, from time to time, be required to undertake other duties of a similar nature as may reasonably be required by his/her line manager.</p> <p>The post is School based and there may be occasions when the post holder's role and</p>	

skill set may be required elsewhere within the School, so flexibility will be essential.

## Person Specification

Criteria	Essential	Desirable	Assessed by		
			App form	Interview	Refs
Qualifications					
A good first degree or equivalent professional qualifications.	✓		✓		
An MBA qualification		✓	✓		
Experience & Knowledge					
Substantial experience in marketing, recruitment or admissions	✓		✓	✓	✓
Experience of promoting higher education programmes		✓	✓	✓	
Careers coaching		✓	✓	✓	
Evidence of effective team working	✓		✓	✓	✓
Skills					
Proven skills in interviewing and assessing applications	✓		✓	✓	✓
Excellent organisational and time management skills	✓		✓		
Excellent communication and interpersonal skills in order to communicate effectively and sympathetically with staff, students and members of the public.	✓			✓	✓
Experience and sensitivity of working with people from a wide range of cultures.		✓	✓	✓	
Familiarity with the use of information technology in the outreach process		✓	✓	✓	
Capacity to work in a collaborative manner with administrative and academic staff across the MBA team, the School and the University	✓		✓	✓	✓
Capacity to manage and prioritise a high workload, often working to tight deadlines	✓		✓	✓	✓

Criteria	Essential	Desirable	Assessed by		
			App form	Interview	Refs
Attributes					
Capacity for independent working as well as the ability to contribute as an active member of the School	✓			✓	✓
Events management experience		✓	✓	✓	✓
Competent, conscientious and motivated with a methodical approach to work	✓		✓	✓	✓
Adaptable and flexible, with the ability to learn new skills quickly	✓			✓	✓
Ability to organise and prioritise work effectively	✓			✓	✓
Highly responsive to changing knowledge, markets and circumstances	✓			✓	✓
Customer focused, with a friendly and helpful attitude	✓			✓	✓