

Job Description

Job title:	Recruitment Manager (MBA)
Department/Faculty:	School of Management
Grade:	7
Location:	University of Bath

Purpose of the job:

The MBA Programmes Recruitment Manager is a pivotal role within the School's MBA team. Working in close collaboration with other MBA Programmes Recruitment Managers. Taking responsibility and personal accountability for ensuring that the admission targets are met (number, diversity, quality students) for the portfolio of Full-time and Part-time (Executive) MBA programmes.

The role holder will be expected to develop, in collaboration with the other members of the recruitment team, recruitment strategies that target high calibre candidates, identifying and initiating new channels whilst also optimising the various existing recruitment channels available. This will involve close collaboration with the marketing team, defining appropriate use of on and offline promotion activities; developing relationships with corporate partners, managing relationships with agents, creating a strong presence at relevant recruitment fairs/events, organising MBA promotional events and conducting one-to-one interviews for all eligible candidates.

The Recruitment Manager will provide analysis on the efficacy of each channel and advise management on recommended adjustments of spend and activities in order to increase overall yield. The job holder will also be responsible for initiating improvements in the recruitment and admissions process to improve prospect conversion, and the application experience.

Source and nature of management provided

Reports to the Executive Director – Post Experience Programmes with academic guidance from the MBA / EMBA Directors of Studies.

Staff management responsibility

The Recruitment Manager is responsible to ensure that candidates are responded to promptly and professionally and seeks to improve the recruitment and onboarding processes and the experience for the candidates. The Recruitment Manager, in coordination with other Recruitment Staff & Managers must ensure that there is full transparency, record keeping and seamless collaboration between the members of the recruitment team; acting as one. This includes, but is not limited to, ensuring that there is coverage between members of the team should there be absences of any one (or more person) in the team at any time.

Special conditions

The role is international in nature and will require overseas travel to attend recruitment fairs and events. The post holder will also be required to attend promotional events and MBA Masterclasses, which may require some evening and weekend work. However, attendance at recruitment activities will be shared with the wider MBA Recruitment, Marketing and Operations teams.

Duties and Responsibilities:	
1	Strategic <ul style="list-style-type: none"> i. Contribute to recruitment strategy discussions with senior MBA team members. Share insight gained from recruitment agents and sponsoring companies. ii. Develop annual recruitment plans for Full-time & Executive MBA programmes iii. Identify key relationship-building strategies, evaluating new recruitment tools and products.
2	Recruitment <ul style="list-style-type: none"> i. Execute recruitment strategy to ensure entry targets are met. Be able to improvise and adapt if the strategy needs to change in order to meet changing admission targets. ii. Initiate, build and maintain relationships with >20 corporate partners; understanding and shaping their needs and desires for training / development of their staff. iii. Maintain, develop and nurture relationships with network of Recruitment Agents. iv. Attend recruitment fairs, both in the UK and internationally if required. v. Undertake candidate interviews (in person, by telephone, or Skype) with potential candidates to assess candidate's suitability and to encourage conversion. vi. Arrange information sessions for potential applicants. Act as key liaison point at information sessions such as MBA Master Classes and virtual fairs. vii. Develop a good understanding of client needs for both early career professionals and experienced executives to enable key programme benefits to be communicated to these different client groups. viii. Build relationships with corporate sponsoring clients; advise clients and individual candidates of the ways in which the Bath MBA programmes will be mutually beneficial. ix. Provide timely reports to the School's Executive Board etc. to meet the management information requirements of the School and University, includes information for ranking data and accreditations. x. Provide content for social networking activities, in conjunction with the School's Marketing Team, to build Bath MBA awareness/and promote MBA activity. xi. Develop and improve all processes linked to recruitment, admissions and associated administration.
3	Admissions <ul style="list-style-type: none"> i. Coordinate the process of admission from application submission to programme registration. ii. Work closely with MBA Admissions Administrator to; achieve conversion targets, manage application decisions, provide pre-arrival information, ensure a smooth application experience.

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	<ul style="list-style-type: none"> iii. Coordinate the MBA scholarship scheme. iv. Deal with all matters relating to course fees acting as key point of contact with central finance function. v. Liaise closely with the University's Academic Skills Centre with regards to the suitability of international candidates for enrolment to the ASC pre-sessional English programmes. vi. Direct international student visa inquiries to the relevant department vii. Produce regular reports using Business Objects and SAMIS and respond to requests for specific data and analysis.
4	Market development support <ul style="list-style-type: none"> i Provide high quality market analysis using both quantitative and qualitative data ii Provide data and analysis of relevant competitor offerings (including their strengths, weaknesses, marketing tactics, brand building and engagement activities) iii Assist the External Relations team with promotion to potential applicants and sponsoring companies, providing timely updates to the MBA web-site. iv Liaise with External Relations team to identify suitable speakers for MBA master classes and virtual fairs.
5	Other <ul style="list-style-type: none"> i. Contribute to the development of the MBA portfolio and wider MBA team activities such as Induction. ii. This is a team-based role; as such it is essential that the Recruitment Manager acts at all times to promote the functioning of the team, personally demonstrating a high level of collaboration and support with other team members. iii. 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. iv. The post is School based and there may be occasions when the post holder's role and skill set may be required elsewhere within the School, so flexibility will be essential.

Person Specification

Criteria	Essential	Desirable	Assessed by		
			App	Int	Refs
Qualifications					
A good first degree or equivalent professional qualifications.	✓		✓		
Postgraduate degree or professional qualification in a relevant management- related discipline.		✓	✓		
Experience & Knowledge					
Substantial experience in post graduate student recruitment and admissions		✓	✓	✓	✓
Effective knowledge of international qualifications frameworks		✓	✓	✓	
Experience of dealing with corporate clients or working in a B2B environment	✓		✓	✓	
Effective knowledge of policy constraints and legal requirements (e.g. immigration policy and UKVI requirements for Tier 4)		✓	✓	✓	
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.	✓		✓	✓	
Good relationship building skills with colleagues, external clients and prospective students.	✓		✓	✓	
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	✓		✓	✓	✓
Ability to analyse and synthesise market data to produce affective market analysis.	✓				

Attributes					
Think strategically and creatively but be effective operationally, with attention to detail	✓		✓	✓	✓
Capacity for independent working as well as the ability to contribute as an active member of the School	✓			✓	✓
Competent, conscientious and motivated with a methodical approach to work	✓		✓	✓	✓
Adaptable and flexible, with the ability to learn new skills quickly	✓			✓	✓
Highly responsive to changing knowledge, markets and circumstances	✓			✓	✓
Team orientated, working flexibly with others. High level of personal accountability for collective results	✓			✓	✓
Customer focused, with a friendly and helpful attitude	✓			✓	✓