



## **JOB DESCRIPTION**

<b>Job Title:</b>	Recruitment Executive
<b>Responsible to:</b>	Head of Marketing, Admissions and Communications
<b>Supervised by:</b>	Marketing and Recruitment Manager for Bachelor programme
<b>Grade:</b>	UK Campus Professional Services Grade 3 – Executive

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### **Job Summary and Purpose:**

The post-holder provides recruitment management to the School for undergraduate full-time degree programme ensuring that the agreed recruitment strategy is implemented effectively and efficiently. The primary responsibility is to successfully recruit and screen qualified candidates for the Bachelor in Management (BSc) programme at the London campus. The Executive will ultimately report to the Head of Marketing, Admissions and Communications (Head of Department) but will be managed and supervised on a day-to-day basis by the Bachelor Marketing and Recruitment Manager. The Executive will actively participate at the European level with the global Marketing and Recruitment team to enable delivery of the School's objectives. This is a varied and demanding role that requires a good understanding of management education and higher education markets. Frequent travel within the UK and abroad at recruitment fairs and events are required.

### **Main Duties and Responsibilities:**

#### ***Planning and Evaluation***

- Delivery of required volume of recruited students through developing and implementing an agreed recruitment plan and budget with support from the Bachelor Marketing and Recruitment Manager.
- Monitor and measure the effectiveness of these plans according to key performance indicators, providing weekly and annual recruitment reports to stakeholders.
- Work closely with colleagues in marketing and admissions across the business to regularly assess needs and priorities relating to admissions and recruitment.

## ***Recruitment***

- Build and maintain relationships on an international scale with a number of key recruitment sources including local representatives, alumni and commercial partners.
- Build and maintain a large network of high school counsellors, education fair providers, as well as stakeholders, such as career services, societies, programme office
- Research new potential recruitment opportunities (e.g. higher education fairs, school visits).
- Book and coordinate logistics for Bachelor-related events (including information sessions, local and international fairs, open days, and other recruitment activities).
- Book fairs, conferences and travel, and arrange necessary courier services as per the company travel and purchasing policies
- Represent the School at on-campus/off-campus recruitment events both locally and internationally.
- Manage Student Ambassadors to support you with delivering the recruitment strategy and events; motivating them and providing feedback
- Build strong internal relationships with colleagues across the Marketing, Recruitment and Admissions team in all ESCP Europe campuses

## ***Communications and Marketing***

- Manage leads pipeline through CRM system and ensure timely follow up.
- Ensure communication from initial enquiry through to application submitted.
- Develop a schedule of regular email communications to enquirers to promote the programme/school/events, as required.
- Work closely with the marketing team to implement regular communications plan to prospective candidates.

## ***Benchmarking and Research:***

- Undertake regular competitor analysis and identifying new recruitment events and market opportunities

## ***Desirable Skills and Experience:***

- Excellent organisational and IT skills
- Ability to work independently, especially away from the office, while maintaining communications with the Bachelor team
- Confident and clear communicator across different audiences, able to build trust through active listening and understanding barriers and concerns
- Confident in making good use of data and anecdotal feedback to course-correct and build towards successful outcomes
- Excellent presentation skills and professionalism, able to adapt to a large or small scale
- High level of accuracy and attention to detail
- Strong project management skills and the ability to analyse and interpret data
- A willingness to travel frequently
- Valid passport that is current and in good standing

- Valid driver's license in good standing a plus

### **Experience and Education:**

- Educated to degree level or equivalent
- Background in higher education recruitment, especially in UK and USA markets
- Up-to-date awareness of the student recruitment landscape, including a good understanding of our competitors
- Experience in international recruitment or sales-oriented role in a client-focused service desirable
- Experience working as part of a team collectively working towards a common goal
- Foreign languages are a plus

### **All staff are expected to:**

Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the ESCP Europe Equal Opportunities policy.

ESCP Europe Business School confirms its commitment to equal opportunities in all its activities. It is intended that no job applicant or employee will receive less favourable treatment on the grounds of political belief, sex, sexual orientation, disability, marital status, race, nationality, ethnic origin, religion or social class. Selection and promotion criteria will be kept under review to ensure that individuals are treated on the basis of the job requirements and on their relevant personal merits, and are not disadvantaged by conditions or requirements, which cannot be shown to be justifiable

Help maintain a safe working environment by:

Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand

Adhere to and comply with the provisions of the Health and Safety at Work Act and in accordance with the School's policy on health and safety;

The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act and Freedom of Information Act.

The post holder must carry out their responsibilities with due regard to the non-smoking environment of the School.

To attend training courses that may be identified as necessary by your Line Manager

To undertake additional duties as may be reasonably required, commensurate with the level of responsibility

This job description is a guide to the minimum requirements of the job. It is not intended to restrict activities, which will contribute to the Mission Statement of the School.

This is a specification of the job as it is at present constituted. It is the practice of this School to periodically review and examine employees' job descriptions and to update them to ensure that they relate to the job as then being performed, or to incorporate whatever changes are proposed.

You will be expected to participate fully in any discussions relating to updating and/or changing your job description. It is the School's aim to reach agreement to reasonable changes but if agreement is not possible, Management reserves the right to insist on changes to your job description after consultation with you.

Signed by: \_\_\_\_\_ Date: \_\_\_\_\_  
(Post Holder)

Signed by: \_\_\_\_\_ Date: \_\_\_\_\_  
(Line Manager)