

## **Recruitment Executive – Specialised Master Programmes**

**Closing date: 28<sup>th</sup> February 2023**

The Marketing, Admissions & Communications Team at ESCP Business School is currently looking for a Recruitment Executive to be based at the London Campus situated in Northwest London.

The post-holder will be responsible for the recruitment of our full-time Specialised Master Programmes: Master in Marketing and Creativity (MMK), Master in Digital Transformation Management & Leadership (MDT) and a new Master in Luxury Management (to be launched from September 2023).

The successful candidate will be ensuring the agreed recruitment strategy is implemented effectively and efficiently. The primary role is to represent the School and successfully recruit and screen qualified candidates, as well as interacting with prospective students and implementing student conversion strategies.

### ***Essential Requirements***

- Minimum 3-5 years professional experience
- In-depth knowledge of the student recruitment process, as well as a proven experience of developing strategies and plans which deliver demonstrable impact against strategic objectives
- Excellent presentation skills and professionalism with the ability to adapt to a large and small scale
- Strong project management skills and the ability to analyse and interpret data
- Strong customer service orientation
- Confident and clear communicator across different audiences (online/offline)
- Ability to build strong relationships and work collaboratively as part of an international team.
- Valid passport that is current and in good standing
- Willingness to travel frequently (within the UK and abroad)

### ***Desirable Requirements***

- An additional language such as Spanish, French is welcomed but not required.
- Previous Experience in higher education recruitment, or/and in university is desirable
- Valid driver's licence in good standing is a plus

### **Main Duties and Responsibilities**

- Plan and forecast the annual recruitment activities.
- Work with the Head of Marketing, Admissions and Communications and the Senior Marketing, Recruitment and Admissions Manager on the annual recruitment budget for the programmes
- Creation and execution of the recruitment & student conversion plan to meet overall seated targets
- Implement the agreed recruitment plan

- Work closely with Senior Marketing, Recruitment and Admissions Manager and Programme Directors to regularly assess needs and priorities relating to recruitment for the programmes.
- Build and maintain relationships on an international scale with key recruitment sources (QS, Access), alumni and commercial partners.
- Organise and coordinate logistics for all our events/fairs (including information sessions, local and international fairs, open days, and other recruitment activities).
- 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
- Implement the agreed student conversion plans
- Manage leads pipeline through CRM system
- Act as the first point of contact for the MSc programmes, providing prospective students advice and guidance on applying to the right programme
- Work closely with the Senior Marketing, Recruitment and Admissions Manager to assist with implementation of marketing strategies by providing key recruitment data
- Undertake regular competitor analysis and identifying new recruitment events and market opportunities

### **What can ESCP offer you?**

- 30 days annual leave with the addition of Bank Holidays
- Company pension scheme with exceptional employer contributions
- Permanent Health Scheme
- Death in Service Insurance
- Private Healthcare after successful probation period
- Enhanced Paid Maternity & Paternity with length of service
- Enhanced Sick Pay with length of service
- Hybrid Working is available, upon negotiation with manager.
- On-site Cafe with Staff discount
- Exclusive discounts with surrounding local businesses
- Language lessons available in Spanish, Italian, German, French

### **Application details**

Applicants should submit a cover letter and CV to our Human Resources Department at [ukrecruitment@escp.eu](mailto:ukrecruitment@escp.eu) by 28<sup>th</sup> February 2023

Please note the HR Department start screening CVs and interviewing candidates from the start of the recruitment campaign. A successful candidate could progress to offer before the advertised closing date. We encourage you to apply as soon as possible.

For more information about the School please visit our website on [www.escp.eu](http://www.escp.eu)