JOB TITLE: MBA ADMISSIONS & RECRUITMENT COORDINATOR - CANDIDATE MANAGEMENT (SECONDMENT COVER)

REPORTS TO: HEAD OF MBA RECRUITMENT & ADMISSIONS

Background

The Cambridge MBA is a major teaching programme of Cambridge Judge Business School. It is the primary means by which the School has been able to grow and establish its reputation. The MBA class size is currently 210. Our focus in the coming years is to raise the quality of the student body in an increasingly competitive environment.

Annual income generated is currently £11.1 million. The MBA office is responsible for all organisational aspects of delivering the MBA programme, including marketing, admissions, teaching materials, coordination of faculty and other internal and external input to the programme, feedback, examinations, student welfare and careers advice.

Our total fees are £53,000 for a one year programme, and our students are experienced professionals who demand a level of quality and service commensurate with the programme fee and with their experience of standards in the corporate world.

The role

The role is part of the MBA Marketing, Recruitment and Admissions team. The overall aim of the team is to promote the full-time MBA programme and conduct a rigorous selection process in order to recruit approximately 210 high-quality students, generating £11.1 revenue for Cambridge Judge Business School.

Specifically the role holder is responsible for a range of tasks involving the promotion of the Cambridge MBA, including arranging and attending circa 15 promotional events per year and liaising with the different MBA stakeholders internally such as any of the 3,000 MBA alumni, 210 current students, 55 faculty and wider External Engagement/Corporate Communications and Marketing teams and externals, prospective students, corporates, other educational bodies such as the Graduate Management Admissions Council to raise awareness of the MBA programme and generate applications.

They are also responsible for reviewing approximately 600 MBA applications per year and inputting into the candidate selection process. This involves organising and managing six interview days across the year and working with a portfolio of approximately 200 offer candidates to persuade and convert them to become enrolled candidates for the programme.
The role is to promote and attract the best international candidates to apply to the Cambridge MBA programme and then to assess their application, organise the interviewing of the most suitable and to persuade them to accept their offer to meet class targets in terms of overall numbers, academic achievement, diversity and employment potential.

**Main responsibilities**

**Student recruitment and admissions**

- Develop and implement individual conversion plans for each of about 200 offer candidates each year. This involves identifying key factors behind each individual's decisions, addressing any concerns and arranging for the appropriate alum, current student, faculty or careers staff to speak to the student. The objective is to maximise the number of candidates who accept the offer.
- Identify strong candidates and follow up with these met at promotional events (by email, telephone and through the use of social media) to provide more information about the Cambridge MBA programme, building a strong relationship in order to generate approximately 1,200 applications per year.
- Cultivate and develop relationships with alumni to encourage their involvement in MBA promotion for example, by attending fairs and promotional events, providing stories for promotional purposes and contacting offer candidates to share their MBA experience and encourage enrolment.
- Cultivate and develop relationships with current students to encourage their participation in on-campus events and online initiatives such as webinars to persuade and convert MBA enquirers to applicants.
- Visit and provide information to educational advisers about the Cambridge MBA programme such as overseas Admissions Consultants and the Graduate Management Admissions Council.
- Facilitate and co-ordinate alumni and/or student networking after events to keep them engaged with the School and informed about any new development.
- Host MBA applicants at six pre-interview day dinners throughout the year, connecting them with current students and fellow candidates who have similar profiles or interests in order to strengthen their interest in the programme.

**Marketing and recruitment operations**

- Propose and implement recruitment plans for major regions (e.g. North and Latin America, Europe, Africa and the Middle East etc.). These regional recruitment plans include identifying fairs to participate in, third parties to partner with, and key alums who can help in our outreach efforts. These recruitment plans also include recommendations that carry budgetary implications of about £50,000 per annum.
- Research and develop an in-depth knowledge of the regional MBA student market, for example key target markets such as North America, Latin America, Russia and Europe, and identify and work with appropriate partners (e.g. fair providers) with whom we can collaborate to maximise the opportunities for the Cambridge MBA in that region, informing the targets and event timeline for the year ahead.
Contribute to the recruitment and marketing strategy of the Cambridge MBA, which has an annual budget of about £500,000, with an in-depth knowledge of the different recruitment needs in each region. Attend and contribute to weekly Marketing and Admissions team meetings in order to manage the admissions pipeline. Identify any areas of weakness in the enquirer and applicant pools and make suitable recommendations to ensure that we get the right pool of applicants.

Plan and represent the Cambridge MBA and Cambridge Judge Business School at approximately 15 MBA recruitment events per year (both in the UK and overseas) and actively participate in panel discussions to provide wider information about the MBA application and selection process.

Write and lead presentations at MBA events to provide in depth information about Cambridge MBA programme, including responding to attendee questions in order to generate applications.

Write and lead presentations to promote the Cambridge MBA via online tools such as webinars and Skype chats, including responding to attendee questions in order to generate applications.

Conduct one-to-one prospective candidate advise sessions (either on campus or at organised events) to encourage applications and provide tailored individual information.

Write recruitment fair and reception reports to document the event and suggest improvements and opportunities for future events.

Use candidate application database to record information, generate and interpret reports and track candidates through the admissions process.

Research and analysis

Research trends in MBA applications and GMAT test taking, to inform recommendations for events strategy.

Generate and interpret reports from the GMASS database of GMAT test takers to research MBA interest in target markets or applicant pools.

Benchmark the Cambridge MBA and marketing initiatives against competitors, for example competitor promotional activities.

Candidate selection

Read approximately 600 candidate applications per year and make recommendations on suitability of the candidates to meet agreed targets and desired profiles.

Conduct reference and academic checks to ensure candidates have provided accurate information and to explore any areas of weakness or concern in the application.

Candidate assessment

Select and liaise with faculty members to conduct candidate interviews both on campus and via telephone.

Discuss with faculty in greater depth the suitability of borderline candidates.

Attend the MBA Admissions Committee and provide inputs to the admission decision process.

Co-ordinate logistics for faculty interviewers, ensuring that they receive relevant information regarding the candidate and arrangements for the interview day.
• Co-ordinate the logistics for the on-campus interview day such as candidate lunch, tour guides and current student participation.

• Ensure compliance with all relevant legislation and take responsibility for understanding and implementing University policies and procedures including those governing health and safety, equal opportunities, copyright, data protection, freedom of information and disability, within the remit of the post.

Candidate welfare and enrolment

• First point of contact for about 150 accepting candidates who are all professionals. Resolve queries about the enrolment process, advise candidates of suitable college options and co-ordinate the submission of their application papers.

• Facilitate and co-ordinate liaison between the MBA candidate and their College, primarily working with the Senior Tutor and Admissions Secretary at each College.

• Scrutinise and verify financial documents provided in a range of currencies to ensure the necessary funds are available for a candidate to take up their place.

• Provide candidates with guidance on financial aid available and present cases to the Admissions Committee with recommendations for suitable levels of needs-based awards or suitability for merit based awards.

Teamwork and training

• Assist with recruitment and induction of team members, providing training and advice as necessary.

• Provide and present information on the Cambridge MBA and recruitment initiatives to members of the wider MBA Team and Business School.

• Prepare and provide relevant marketing and country information for staff and alumni participating in MBA promotional events.

The person

The ideal candidate should have the following qualities, skills and attributes. You are asked to demonstrate how your own experience meets these requirements in the 'suitability for the role' section of the online application form.

Essential

• Degree level education or equivalent.

• Previous office experience.

• Knowledge and understanding of the higher and further education environment including international qualifications and universities.

• Experience of marketing, sales and/or customer relationship management.

• Experience of planning events, including overseas events.
• Knowledge or interest in the MBA market. In addition a willingness and interest to participate in international MBA conferences and other professional activities.

• Knowledge of or willingness to learn about student profiles and desirable characteristics for admission and post MBA employment.

• Ability to keep abreast of national (and international) developments in admissions practice and policy.

• A good working knowledge of and ability to research and identify funding sources available for students.

• Financial awareness including budget monitoring and the ability to manage University credit card expenses and ensure compliance with University purchasing procedures.

• Excellent oral and written communication skills, including presentation skills, excellent communication and people skills and the ability to act as an ambassador for Cambridge Judge Business School and the University of Cambridge.

• Experience of working with people from other countries and cultures; ability to deal with a wide range of people and cultures at all levels within and outside the organisation.

• Experience of building and maintaining effective working relationships with stakeholders at all levels including; potential applicants, University staff and students, admissions consultants, external funding bodies and alumni.

• Excellent interpersonal skills, with a record of influencing and motivating others.

• Competence in using Microsoft Office suite.

• Excellent organisation skills - particularly in organising, participating in and delivering events.

• Ability to work both independently and within a small team setting.

• Ability to prioritise a wide variety of tasks.

• Ability to act on own initiative and quickly learn office and recruitment processes.

• Ability to work with accuracy and to deadlines.

• Ability to work under pressure, think on your feet and use own judgement.

• Ability to work with sensitivity and discretion, particularly in handling confidential information and ensuring compliance with data protection principles.

• Willingness to travel internationally alone, sometimes for extended periods and to also work non-standard hours during busy recruitment periods, including weekends.

Desirable

• Experience and knowledge of UK Visas and Immigration Tier 4 regulations and compliance requirements is beneficial but not essential.

• Experience of using databases; it would be an advantage to have knowledge of the Microsoft Dynamics for admissions management and experience in using CamSIS.

• Experience of working in a top tier higher education establishment in a client facing role is highly desirable.

• Additional language skills would be an advantage.
Benefits

This is a full-time position working 36.5 hours per week. Holiday entitlement is 28 days per annum plus eight days of public holidays. The salary will be in the range £28,098-£33,518 per annum.

This position is for up to 12 months or until the return of the permanent post holder whichever is sooner. Internal applicants wishing to undertake a secondment are also welcome to apply.

The full incremental salary range for the position is advertised in order to demonstrate the progression for the Grade. In the majority of cases appointments will be made at the Grade minimum; only in very specific exceptional circumstances can a higher salary be offered.

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world's oldest and most successful Universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care, financial services and public transport. We also offer final salary pensions and tax-efficient bicycle and car lease schemes.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities and we offer various types of family-friendly leave to aid employees' work-life balance. In addition we operate a number of initiatives to promote career development, health and well-being.

Further details can be found at www.admin.cam.ac.uk/offices/hr/staff/benefits. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk.

Application arrangements

To submit an application for this vacancy, please search for this position on the University's Job Opportunities website at www.jobs.cam.ac.uk and click on the "Apply online" button at the bottom of the relevant job description. This will route you to the University's Web Recruitment System, where you will need to register an account (if you have not already) and log in before completing the online application form.

The closing date for applications is 23 March 2018

Applicants are required to provide details of three referees. These will not be contacted unless he applicant is shortlisted.

Equality of opportunity at the University

The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race,
ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women’s Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network. In addition, the University was ranked in the top 100 employers for lesbian, gay and bisexual (LGB) staff in Stonewall’s Workplace Equality Index 2011.

Information if you have a disability

The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made, wherever reasonable to do so, to enable applicants to compete to the best of their ability and, if successful, to assist them during their employment.

We encourage applicants to declare their disabilities in order that any special arrangements, particularly for the selection process, can be accommodated. Applicants or employees can declare a disability at any time.

Applicants wishing to discuss any special arrangements connected with their disability can, at any point in the recruitment process, contact, a member of Cambridge Judge Business School’s HR team who are responsible for recruitment to this position, on (01223) 768497 or by email on hr@jbs.cam.ac.uk. Alternatively, applicants can contact the HR Business Manager responsible for the department they are applying to via hrenquiries@admin.cam.ac.uk.