UNIVERSITY OF WARWICK

Job Description

Job title	Assistant Business Development Manager
Department	Warwick Business School
Grade	FA6

Job purpose (a brief summary of the role)	To assist with the delivery of a highly professional and personalised attraction, enquiry management, and conversion service. To organise, co-ordinate and project manage an extensive range of calling campaigns, online webinars and face-to-face interactions aimed at identifying, attracting and converting high-calibre candidates interested in completing post-experience programmes.
Duties and responsibilities	Working alongside Business Development Managers on all operational aspects of effective delivery of an attraction and enquiry management strategy (including B2B strategy) to the standards defined by the Director of Recruitment and Admissions and Associate Deans. Plan, co-ordinate, deliver and attend a range of face-to-face and online recruitment events, ensuring optimal attendance, adequate resourcing and efficient pre- and post-follow-up with registrants. Plan, organise and project manage the logistics of UK/overseas MBA or Masters recruitment fairs and Open Days within allocated budgets; participate in such events as required (e.g. booking venues, travel arrangements and liaison with local contributors). Assist Business Development Managers with calling campaigns to introduce and sell the benefits and future return on investment of post-experience study. Collate, evaluate and monitor event feedback and conversion data, and produce management information reports for use by Recruitment Review Group (RRG), Rankings Taskforce, and other relevant bodies. Attend pre-RRG meetings to deputise for Business Development Managers when necessary. Work with Business Development Managers to assist with the delivery of a high-quality recruitment service throughout the entire recruitment lifecycle (i.e. from enquiry through to acceptance of offer) for all students and programmes within the post-experience portfolios. Undertake face-to-face and online 1-2-1 consultations to identify genuine interest and positively influence application conversion. **<u>Enquiry Management</u>** Initial point of contact for new incoming enquiries (via telephone or email) and deliver appropriate, informative and timely follow-up; escalate more complex matters as appropriate. Co-ordinate the conversion and 'keep-warm' strategies for in-progress candidates and offer holders.

	Maintain up-to-date, relevant and comprehensive records on the Applicant Management and CRM systems, ensuring candidate communication is accurately recorded and adheres to data protection guidelines. Work with Marketing & Communications to organise and send appropriate marketing collateral for all attraction and recruitment activities. Develop relationships with current students and alumni ambassadors to identify new interest and encourage promotion of attraction and recruitment events. Assist Marketing & Communications with the review, copy writing and development of high-quality externally facing webpages to promote attraction events. Develop and maintain close relationships with internal and external stakeholders, e.g. SROAS, agents, and the CareersPlus team. **Staff Line Management** Supervise a team of Recruitment Coordinators, providing day-to-day operational management including allocating work and providing pastoral assistance. Monitor team performance and absences, conduct review meetings when necessary. Complete annual PDR reviews with direct reports. Make necessary decisions to inform the forward planning of resources to ensure timely and efficient allocation of workload. Monitor recruitment and business development-related expenditure and payments, ensuring the accurate completion of purchasing requisitions and timely processing of invoices.

Person Specification

The Person Specification focuses on the essential and desirable knowledge, skills, experience and qualifications required to undertake the role effectively. This is measured by (a) Application Form, (b) Test/Exercise, (c) Interview, (d) Presentation.

Essential Criterion No.	Essential Criterion Description	Measured by
E1	An honours degree or equivalent.	A
E2	Relevant administrative management experience, ideally gained within a HE environment.	A & C
E3	Strong customer-service background.	A & C
E4	Ability to understand/empathise with an academic environment.	A & C
E5	Effective team worker and ability to manage a group of staff in a matrix organisation.	A & C
E6	Excellent oral and written communication skills through a range of relevant media and comfortable presenting to large groups.	A,C & D
E7	Ability to work proactively with the ability and willingness to take initiative.	C
E8	Project management skills and the ability to work to tight deadlines and prioritise effectively.	C
E9	Well-developed organisational, analytical, numerical and problem-solving skills, demonstrating accuracy and attention to detail.	A & C
E10	Able to deputise effectively for line manager.	A & C
E11	Experience of using management information systems.	A & C
E12	Experience of working in a multi-cultural environment and have developed a cultural sensitivity and awareness to deal with international organisations and individuals.	A & C