IMPERIAL

Recruitment & Admissions Manager (Specialised Suite)

Department/Division/Faculty:	Recruitment & Admissions (MSc Suite)
Campus/Location:	South Kensington Campus (Hybrid)
Job Family/Level:	Professional Services Level 3b (Salary scales)
Responsible to:	Head of Recruitment & Admissions (MSc Suite)
Line management for:	Recruitment & Admissions Officer (Specialised Suite)
Key working Relationships (Internal):	Director of Recruitment & Admissions (MSc Suite); Head of Recruitment & Admissions (MSc Programmes); Recruitment & Admissions Manager (MSc Programmes); Recruitment & Admissions Team (MBA, MSc and UG), Marketing & Communications Team; Head of Pipeline Development & Outreach, Academic Directors; MSc Programmes Team; Finance; Careers; Alumni Relations teams; IDEA Lab
Key Working Relationships (External):	Prospective students; College MRA including Admissions, Systems, International Student Support, Student Funding; Finance and Tuition Fees teams
Contract type:	Full-Time, Open-Ended

Purpose of the Post

The Recruitment & Admissions Manager (Specialised Suite) will be responsible for achieving the school's target for admitting high-calibre students across their programme portfolio. They will manage the application lifecycle from pre-applicant to enrolment of their programmes in the MSc Specialised suite. They are responsible for implementing the recruitment strategy, nurturing effective candidate relationships to build an applicant pool for their programmes. They will deliver admissions and student selection through to enrolment with their team, delivering the quality and quantity targets for their programmes. They will line manage the Recruitment and Admissions Officer and ensure excellent candidate engagement whilst delivering operational efficiency. They will support in the development of the recruitment and admissions strategy and will be expected to be visible and active in delivering this domestically and internationally. They will review processes and approaches, utilising data to develop recommendations for change and implement new solutions

Key Responsibilities

Applicant Lifecycle Management

- Manage the end-to-end applicant lifecycle, from initial inquiry to enrolment, ensuring a seamless and positive experience for prospective students.
- Develop and implement efficient, customer-focused admissions processes, including application review, interview coordination, and admissions decision-making.
- Design and implement outreach campaigns throughout the applicant lifecycle to attract and engage prospective students.
- Meet and nurture relationships with prospective students, facilitating the conversion of high-quality applicants through personalised engagement.
- Lead and support domestic and international recruitment and conversion strategies, including representation at recruitment events through regular travel and participation in occasional evening and weekend activities.
- Utilise the College and Business School CRM systems to maintain and manage records throughout the applicant lifecycle.
- Manage the short-listing of applicants for academic scholarships, coordinating with stakeholders to finalise allocation.
- Conduct annual reviews of programme entry requirements and selection criteria, recommending updates to recruit high-calibre students effectively.
- Maintain regular communication with Central College Admissions and other relevant bodies involved in application processing.
- Liaise with internal and external stakeholders to ensure timely and compliant handling of applications and communications.

Communication & Engagement

- Manage inquiries and nurture relationships with prospective students.
- Develop an extensive knowledge and understanding of the Business School and its programmes, providing timely and accurate advice to prospective students.
- Draft responses to complex inquiries, address customer complaints, and manage sensitive requests in compliance with College policies.
- Plan and execute proactive in-market candidate engagement strategies to drive conversion and increase applicant interest.
- Manage communication and engagement campaigns aimed at specific applicant groups and admitted students to facilitate enrolment and retention.
- Collaborate with Recruitment & Admissions Managers and senior stakeholders to develop strategies to maximise application numbers and student conversion for specific programmes.
- Utilise offer holder engagement platforms effectively to maximise conversion rates and deliver compelling messaging.

- Represent the Business School at domestic, international, and online events for prospective and admitted students.
- Provide presentations to prospective students, their advisers, and relevant organisations.
- Commission promotional materials to support activities, working closely with the Marketing & Communications team.
- Ensure accuracy and relevance of prospective student information in marketing materials and communications.
- Build relationships with relevant contacts at key universities, sponsorship bodies, companies, and other appropriate organisations.

Reporting and Analysis

- Generate and analyse data related to recruitment and admissions activities, including applicant demographics, conversion rates, and yield analysis.
- Prepare regular reports and presentations to inform decision-making and strategic planning within the team and broader department.
- Identify trends, opportunities, and challenges in the recruitment landscape and propose data-driven strategies to achieve enrolment goals.
- Collaborate with Business Systems and Insights teams to leverage data analytics for continuous improvement of recruitment and admissions processes.
- Line manage the Recruitment & Admissions Officer, supervising their work to ensure that it is completed to a high standard and that relevant deadlines are met.
- Provide training and support to new team members as and when required.
- Develop the capabilities of reports to ensure they are focused, efficient and motivated.

General Duties

- Continuously improve processes to target and engage high-calibre students.
- Manage budgets for activities, including raising and approving purchase orders and expenses as necessary.
- Represent the Business School at external professional forums and events relevant to recruitment and admissions.
- Collaborate with Recruitment & Admissions Managers to share best practices and develop cross-programme opportunities.
- Build and maintain relationships with various areas within the School to facilitate effective collaboration and support Recruitment & Admissions efforts.
- Enhance professional capability and expertise through ongoing development and engagement in relevant professional activities.

- Stay updated on and ensure compliance with all College policies and regulations (e.g. Health and Safety, Data Protection).
- Deputise for colleagues when necessary and assist team members as directed.
- Undertake any other duties and responsibilities appropriate to the grade of the role.

Some activities will take place outside normal working hours at evenings and weekends.

The above constitute the major activities but are not a comprehensive or exclusive list of the duties. The Director of Recruitment & Admissions may vary the duties from time to time to reflect the School's priorities, but this will not change the general character of the job or the level of responsibility entailed.

The postholder is expected to observe and comply with all College policies and regulations, for example Health and Safety, Data Protection etc.

Person Specification

Requirements Candidates/post holders will be expected to demonstrate the following:	**Essential (E)/ Desirable (D)**
Education	
Educated to undergraduate (or equivalent standard) and/or proven experience at a similar level.	E
Experience	
Experience of working in Recruitment/Admissions or a similar customer-focused sector area within an education or similar environment.	E
Experience of using CRM systems to manage customer pipeline performance.	E
Experience in the development and management of customer relationships.	E
Proven experience as a cooperative team member who can also work independently.	E
Experience of prioritising tasks and of managing busy workloads successfully to ensure that deadlines and targets are met.	E
Line management experience.	D
Experience of speaking and presenting in public.	D
Knowledge	
Interest in and knowledge of the Higher Education sector, including an awareness of international qualifications and education systems.	E
Knowledge of candidate selection frameworks and tools, including interviews and scoring models.	E
Ability to interpret admission data, KPIs, and market trends to support strategy developments.	E

Awareness of higher education trends, admissions standards, and business school dynamics.	D
Familiarity with scholarship allocation, funding partnerships, and financial support strategies.	D

Skills & Abilities

Excellent customer service, communication, and interpersonal skills.	E
IT skills: MS Office (Word, Excel, Access, PowerPoint) and the ability to learn and use other software packages.	E
Ability to form effective working relationships with faculty and operational colleagues, across the School and College plus external partners and corporate clients.	E
Highly positive approach to reviewing and improving processes and making recommendations for change.	E
Strongly results-focused, able to clearly demonstrate success via proven metrics	D

Further Information

Please note that job descriptions cannot be exhaustive, and the post-holder may be required to undertake other duties, which are broadly in line with the above key responsibilities.

Our values are at the root of everything we do and everyone in our community is expected to demonstrate Imperial:

- Respect
- Collaboration
- Excellence
- Integrity
- Innovation

Employees are also required to comply with all Imperial policies and regulations.

We are committed to equality of opportunity, to eliminating discrimination and to creating an inclusive working environment for all. We encourage candidates to apply irrespective of age, disability, marriage or civil partnership status, pregnancy or maternity, race, religion and belief, gender reassignment, sex, or sexual orientation. You can read more about our commitment on our webpages.