



## Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

**Job title:** Student Recruitment Officer (International - Europe)

**Department/Division:** Recruitment & Admissions – Academic Registrar’s Division (ARD)

**Accountable to:** Deputy Head of Student Recruitment (International & Study Abroad)

### Overview

LSE is one of the world’s leading institutions for the study of the social sciences. With 18 Nobel Prize winners, 37 past or present heads of state and ranking among the top 50 universities in the world (QS 2024), LSE is a truly international university at the forefront of global policy debate.

The LSE2030 strategy commits LSE to Educate for Global Impact. This means developing lifelong, research-rich learning opportunities for students from all backgrounds. By creating a sense of belonging, LSE is equipping its students with the skills, knowledge and confidence to be critical investigators, confident entrepreneurs and culturally aware agents of change.

The Academic Registrar’s Division (ARD) plays a vital role in supporting the School strategy. ARD’s purpose is to provide high quality support, guidance and administrative services to prospective students, applicants, current students, staff and other stakeholders. Through the campaigns and activities delivered by the Recruitment and Admissions team we aim to inspire, support and attract a diverse range of students, providing them with an outstanding applicant experience that is fair, transparent and efficient.

The Recruitment and Admissions team takes lead responsibility for achieving the School’s student recruitment targets. It comprises 5 teams:

- Admissions
- Financial Support Office
- Student Marketing
- Student Recruitment & Study Abroad
- Widening Participation

These teams work together to attract the number and quality of students the School needs, and to ensure that applicants are provided with an excellent experience on their journey to LSE. This work makes a vital contribution to the School’s ambition of being the world’s leading social science institution with the greatest global impact.

### Background

The Student Recruitment Officer (International – Europe) is a refreshed role, updated as part of a new student recruitment strategy. This strategy sets out the School’s commitment to attracting a wide range of applicants from a broad range of markets, and includes the addition of two new Student Recruitment Officer posts.

Over the coming months the School will be increasing its marketing and recruitment capabilities, including expanding the Student Recruitment and Study Abroad team. The priority for this role will be to deliver the



objectives outlined in the new strategy, driving high-quality applications from a wider range of markets whilst capitalising on the capabilities of the organisation's Salesforce CRM.

The Student Recruitment and Study Abroad team has primary responsibility for:

- **Student Recruitment** – Delivery of activities that will achieve application targets for Home and International recruitment in line with the School's strategic objectives.
- **Study Abroad and Exchanges** – Management of the School's year-long study abroad programme (The General Course) and the GO LSE student exchange programme.

Within the International Student Recruitment and Study Abroad team this role has primary responsibility for delivering the School's application targets from Europe. The region of responsibility is subject to change as and when business needs require it.

### Primary responsibilities

1. Lead on the development and implementation of the student recruitment strategy in Europe to achieve the School's applications targets.
2. Deliver excellent student recruitment events in priority markets, virtually and in-person, that inspire well-qualified prospective students to choose LSE whilst conveying relevant information about the admissions process and support services.
3. Ensure that activity plans are aligned with the School's international diversification objectives, identifying specific opportunities to improve national diversity where it is most needed.
4. Manage customer enquiries in a way that is prompt, accurate and warm, utilising the CRM to provide a consistent and joined-up approach to customer service.
5. Work with the Student Marketing team to identify opportunities to undertake promotional advertising/marketing in designated markets and support delivery.
6. Take an intelligence-led approach to recruitment planning and activity evaluation, identifying the need for further research when necessary.
7. Fully leverage the School's digital platforms, maximising the use of the CRM (Salesforce) in the planning, delivery and evaluation of activities.
8. Employ a target-focused, results-oriented approach to recruitment, making strategic decisions in regard to prioritisation of time and resources.
9. Build effective relationships with key stakeholders across the School to align activities. This includes academic departments and stakeholders in professional services including Communications, LSE Careers, Planning, Finance, Philanthropy and Global Engagement, LSE LIFE, and the PhD Academy.
10. Work with colleagues across Recruitment and Admissions as well as those in Student Services to ensure that recruitment practices are in accordance with UKVI, GDPR and CMA compliance guidelines.
11. Manage the Student Recruitment budget for the region of responsibility, undertaking financial planning, monitoring and reporting to ensure that the budget is utilised effectively and transparently.

### Further duties and responsibilities

#### Service delivery

- Act as a liaison point for inward visits from recruitment partners, schools and sponsors, and ensure the potential of these activities is maximised.
- Proactively support Home student recruitment, supporting activities and events when required.
- Proactively identify and follow up on opportunities for recruitment focused collaboration with private sector organisations if such associations will add value to the School.



- Demonstrate an innovative and proactive approach to on-campus, off-campus and virtual recruitment events.
- Work with the Student Marketing team to ensure marketing activities, practices and tools are aligned and mutually supportive.

#### **Initiative and Problem Solving**

- Proactively engage with initiatives across Recruitment and Admissions and ARD, providing ideas that add value to the wider team.
- Proactively identify where web-content can be updated and/or improved and to work with Student Marketing to deliver improvements.

#### **Communication**

- Communicate effectively with partner institutions, enhancing and growing these relationships to support objectives.
- Provide regular reports to relevant senior stakeholders including the Deputy Head of Student Recruitment (International and Study Abroad), the Head of Student Recruitment and Study Abroad and the Director of Recruitment and Admissions.
- Ensure that opportunities for collaboration across the School on recruitment activities are maximised and that activity reports are communicated efficiently and in a timely manner.

#### **Liaison and networking**

- Work proactively with external bodies, such as BUILA, UCAS, the British Council, other external partners and alumni to successfully pursue the School's international recruitment objectives.
- Build effective relationships with government agencies, embassies and scholarship providers and leverage these relationships to further the School's strategic objectives.
- Keep abreast of developments across the sector with relevance to Home and International recruitment and ensure that the implications for LSE are conveyed to stakeholders.

#### **Planning and organising resources**

- Ensure that student recruitment activities are conducted safely and in accordance with FCO guidance, whilst also ensuring that their environmental impact is minimised.
- Any other duties that support the objectives of the Division and the School as requested by the Deputy Head of Student Recruitment (International and Study Abroad), the Head of Student Recruitment and Study Abroad or the Director of Recruitment and Admissions.

#### **Flexibility**

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate. The postholder will be required to work out of hours and during weekends on occasion. The role will also involve extensive overseas travel.

#### **Equity, Diversity and Inclusion (EDI)**

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership,



pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

#### **Ethics Code**

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's [Ethics Code](#) and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's [Effective Behaviours Framework](#) is designed to support this Code.

#### **Environmental Sustainability**

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy. This includes implementing practices that will minimise the carbon footprint of the team's student recruitment activities.