



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: TRIUM Marketing Recruitment & Admissions Officer

Department/Division: TRIUM Programme, Department of Management
Accountable to: Director of TRIUM Marketing Recruitment and Admissions

About TRIUM:

- TRIUM www.triumentba.org is a leading Global Executive MBA programme run jointly by LSE, New York University Stern School of Business (NYU Stern) and HEC Paris (HEC), currently ranked #4 by the *Financial Times*.
- The programme comprises six intensive, intellectually rigorous educational modules, hosted at NYU Stern, the LSE and HEC Paris, as well as at two additional international locales, currently held in Seoul, Nairobi and Dubai. The students earn their degree in 18 months, through the six modules, which results in 10 weeks away from the office during this time. Graduates of the TRIUM programme earn a single MBA degree issued jointly by NYU Stern, LSE and HEC Paris.
- A TRIUM student has an average of 15 years work experience (40% have advanced degrees). A usual cohort of 65 will have students from over 30 countries around the world. The current alumni base is approximately 1200+.

Job Summary:

- Administration of TRIUM Marketing Recruitment and Admissions processes across TRIUM's partner schools LSE, NYU and HEC.
- Co-ordination and implementation of the marketing and communications plan including candidate outreach, newsletters and social media content.
- Frontline engagement of senior international executive TRIUM candidates.



Duties and Responsibilities

The Officer role will be responsible for the following activities:

Marketing

- Co-ordinate the Marketing Communications Plan for the annual recruitment cycle under the guidance of the Director of Marketing Recruitment and Admissions (DMRA).
- Work with marketing partners to create and edit website content, including alumni and faculty profiles, providing support on photo and video content, ensuring information on the website is kept up-to-date and accurate.
- Collaborate with the TRIUM Alumni Marketing Team, external agencies, TRIUM partner schools and where appropriate students, alumni and faculty to produce marketing collateral, including Alumni profiles and social media content, curating regular (daily/weekly) content to engage the EMBA market and TRIUM prospects.
- Collaborate with marketing partners to plan create send regular TRIUM updates and newsletters for prospective candidates and admitted students using Campaign Monitor to engage prospective students.
- Regular (weekly/monthly) reporting on KPIs across all above activities.
- Working in conjunction with the DMRA to prepare marketing materials.
- Supporting the DMRA on market research projects.

Recruitment

- Assessment of all enquiry and preliminary leads for LSE region (UK & Ireland) and creating and sending outreach to encourage progress to the next stage.
- Carrying out informational interviews for prospective candidates for LSE's region of coverage.
- Organising and managing recruitment events, schedule and monitoring attendance in conjunction with partner schools.
- Work with the TRIUM Alumni Team to set up consultative meetings between candidates and alumni with the aim of increasing conversion from Application to Enrolment.
- Assisting the partner school teams to set up the logistics of international and local events (e.g. shipping of marketing collateral) and supporting post-event follow-up including contacting prospective students.
- Supporting partner schools to organise information sessions, class visits and on-line information sessions including promotion to prospects.

Admissions

- Advising Admissions Teams based at LSE and partner schools NYU and HEC on the admissions process.
- Acting as the point of contact for the full range of applicant queries, providing advice on all aspects of the admissions process and directing to appropriate contacts for further guidance on programme contents, academic requirements and Finance information.



- Managing the progression of applicants from application to enrolment stage including receiving and recording application details, creating and updating records on the Student Records Systems (SITS and Salesforce), requesting further information from applicants including supporting documents such as transcripts and recommendations, and handover of complete student files to the Programme Team.
- Managing arrangements for the weekly Admissions Committee call including preparing supporting documents/reports, circulating the agenda and collating minutes. This includes managing the class profile and demographics via the Master Sheet and reporting on admissions data to the wider team regularly throughout the year.
- Managing the Admit and Offer stage, sending the Admit Offer Pack and ensure candidates receive relevant, accurate and engaging content at admission.
- Manage edits/updates of all standard admissions materials, evaluating and implementing improvements. This includes updating Terms & Conditions, payment plans, application checklists and application guidance.
- Managing the TRIUM Scholarship process, updating criteria, managing the assessment process and deadlines and communicating award decisions: calculating and implementing the award payment plan and communicating this to awardees, the Programme Team and LSE Finance.
- Circulating applications to the Admissions Committee for their review; reviewing and providing assessment feedback on applications and allocating TRIUM selection interviews. Creating and sending all admission correspondence and packages.
- Working with the Programme Team to establish best practice processes to ensure smooth handover from admissions to programme delivery.
- Meet regularly with the Programme team to provide regular updates on admissions numbers status and progress to target including individual student cases, system requirements and documentation

Systems & Reporting

- Overall management and upkeep of admissions systems and platforms and databases (Salesforce, SITS and EMBARK) including inquiries, assessments tracking monitoring and reporting.
- Working directly with Salesforce and EMBARK external suppliers to analyse and improve current processes.
- Liaising with LSE departments including Finance, Data Management and ARD to ensure smooth processing of applicant details and to resolve any process issues.
- Preparing and managing all inquiry and admissions reports on a weekly and ad hoc basis and as required by the Executive Director (ED) and DMRA i.e. for Board Calls and annual Heads of School report.
- Regular monitoring, tracking and updating of applicants' financial status including setting and communicating Tuition Deposit payment deadlines and reporting to the ED and DMRA.



Operations

- Ensuring smooth handover from admissions to programme delivery.
- Supporting the local (LSE) Programme team in some programme-related activities including London module based activities and graduation

Liaison & Networking

- To establish a strong working relationship with the TRIUM team at LSE and at the alliance schools HEC and NYU Stern.
- To develop and maintain links with other Department of Management administrators to share and formulate best practice.
- To develop strong relationships with a range of external stakeholders, acting as the programme representative.

Service Delivery

- To provide timely responses to all admissions queries, delivering a high standard of service in all aspects of the role.
- To accurately process decisions and produce official letters for applicants within specific guidelines, ensuring that admissions offers comply with the regulations outlined in the Student Handbook.
- To ensure that new policy guidelines (e.g. in response to legislation/regulation) are applied to admissions procedures as advised by DMRA and the ED.
- Provide training on all Recruitment and Admissions systems to new staff.
- To maintain the admissions system database, to ensure data quality and efficient day to day running and effective reporting, and to assist and advise in the implementation of new developments.
- To prepare and distribute papers for Admissions Committee meetings and collate minutes.

Finance

- Work with the Programme Team and LSE Finance on processes and procedures for student fee handover from admission to the tuition deposit payment stage, ensuring that fee information is up to date on the website and in admissions documentation.
- Check bank and finance systems for deposit payments and confirm receipt of payment to admitted students.
- Work in conjunction with the Programme Team and LSE Finance on student status and refer admitted students to the appropriate point of contact at NYU Stern and HEC Paris regarding loans and grants applicable through partner schools, as necessary.
- Run regular reports for LSE Finance to set up LSE student fee accounts.
- Process Invoices for Marketing, Recruitment and Admissions activities using the Once Finance system.



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.

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. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

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.