



## 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:** Head of Student Recruitment & Study Abroad (Maternity cover)

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

**Accountable to:** Director of Recruitment and Admissions (DoRA)

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), we are 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 being the world’s leading social science institution with the greatest global impact.

### Background

The Head of Student Recruitment and Study Abroad role was created in 2024 as part of a new student recruitment strategy. This strategy sets out the School’s ongoing commitment to attracting a wide range of applicants from a broad range of markets and backgrounds.



The School is currently increasing its marketing and recruitment capabilities, this includes a recent expansion of the Student Recruitment and Study Abroad team. Over the next 12 months, the priorities for this role will be:

- Supporting new and existing staff through a transition period
- Leading the implementation of new international recruitment strategy, including expansion into priority markets for the School
- Taking a data led approach to recruitment activities.
- Leading the team to innovate postgraduate recruitment strategy and activity
- further embedding use of the School's sector-leading Salesforce CRM

The role will play an important part in delivering on the School's targets for widening access to Home students as part of the School's Access and Participation Plan.

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

- **Student Recruitment** – Delivery of activities that will achieve applications 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.

### Primary responsibilities

1. Develop and implement a Student Recruitment Strategic Plan that delivers the School's applications targets for Home and International recruitment, including those for access, diversity and Study Abroad.
2. Ensure that activity plans are aligned with the School's objectives, including identifying specific opportunities to improve diversity where it is most needed.
3. Set out a vision for Student Recruitment and Study Abroad, setting high standards and enabling staff to exceed them.
4. Fully leverage the School's digital platforms, driving and maximising the use of the CRM (Salesforce) across Student Recruitment and Study Abroad.
5. Working closely with the Head of Widening Participation, proactively contribute to achievement of targets in the School's Access and Participation Plan (APP) through the delivery of recruitment activities which enable the School to exceed its targets for widening access.
6. Ensure recruitment to the School's Study Abroad and Student Exchange programmes continues to meet the School's internationalisation objectives, and that these programmes provide an excellent applicant and student experience.
7. Embed a high-performance culture, creating a target-focused, results-oriented approach in which staff are comfortable setting and working to KPIs.
8. Provide leadership to ensure that activities within Student Recruitment & Study Abroad work in synergy with other teams in Recruitment and Admissions whilst also supporting divisional objectives.
9. Working with the Market Research and Intelligence team, develop a sophisticated approach to the customer segmentation and targeting based on a deep understanding of data, audiences and the external environment.



10. Lead on the creation and delivery of a training plan through which staff across Recruitment and Admissions can accurately and confidently convey the value proposition of the School and its programmes.
11. Provide expert participation on School committees including the Student Numbers and Fees Group (SNAF), the Admissions Group, and the Access and Participation Plan Steering Group. The post holder will also attend the School Management Committee (SMC) and the Academic Planning and Resources Committee (APRC) as required.
12. Contribute to the strategic direction of Recruitment and Admissions at LSE as a member of the Recruitment and Admissions Leadership Team, sharing best practice and leading division-wide projects as appropriate.
13. Build strong and effective relationships with academic departments and professional services colleagues, particularly those within Philanthropy and Global Engagement, Communications, the PhD Academy, Finance, Planning, Executive Education and the Summer School.
14. Work with colleagues in Student Marketing, Admissions and Student Services to ensure that recruitment practices are in accordance with UKVI, GDPR and CMA compliance guidelines.
15. Represent the School and the Director of Recruitment and Admissions in external and internal meetings and relevant networks as appropriate.
16. To manage and optimise the Student Recruitment and Study Abroad team budget, undertaking financial planning, monitoring and reporting to ensure that budgets are utilised effectively and transparently.
17. Any other duties that support the objectives of the division and the School as requested by the DoRA.

### Further duties and responsibilities

#### Service delivery

- Act as a figurehead for inward visits from recruitment partners, schools and sponsors and ensure the potential of these activities is maximised.
- Proactively identify opportunities for recruitment focused collaboration with private sector organisations if such associations will add value to the School.
- Demonstrate an innovative and strategic approach to the on-campus, off-campus and virtual recruitment events.
- Proactively source customer feedback and deliver actions that respond to key issues.

#### Team leadership

- Effectively leverage the School's existing performance review and appraisal mechanisms as a framework for staff development, enhancing performance and embedding accountability.
- Ensure that staff are working to a clear and common set of goals which are aligned with those of the wider team and divisional objectives.
- Utilise the School's recognition and reward mechanisms to ensure both the work of the team and outstanding individual contributions are acknowledged.
- Build and enhance staff engagement across Recruitment and Admissions and ARD.



### Communication

- Report to relevant senior stakeholders including the Director of Recruitment and Admissions, Academic Registrar, Vice Presidents and Pro-Vice-Chancellors on Student Recruitment and policy matters throughout the year.
- Prepare papers on policy matters, strategic proposals and the impact of recruitment activities for senior management and relevant School committees.
- Communicate HE, School and Division-wide developments to the Student Recruitment and Study Abroad team on an ongoing basis.

### Liaison and networking

- Work with external bodies, such as the Office for Students, UCAS, the British Council and other external partners and alumni, to successfully pursue the School's widening participation, admissions and recruitment strategies.
- Work with the Dean of the General Course and Global Mobility to deliver the strategy for the General Course and GO LSE.
- Build effective relationships with other key stakeholders across the School to align activities and identify interdependencies. This includes academic departments and key stakeholders in professional services including LSE Careers, Finance, Philanthropy and Global Engagement, LSE LIFE, and the PhD Academy.
- Build and effectively leverage relationships with government agencies, embassies, and scholarship providers and leverage these relationships to further the School's strategic objectives.
- Working with the Head of Scholarships and Financial Support, contribute to the development of the School's strategy for scholarships.
- 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

- Develop, communicate and deliver an annual Student Recruitment Strategic Plan which sets out the activities the School will undertake to achieve its recruitment targets.
- Manage the student recruitment and study abroad budgets, ensuring that costs and benefits are clearly aligned, that KPI's are met, and that efficiencies are identified and achieved.
- Proactively contribute to the School planning process through engagement with academic departments and colleagues in Planning.

### 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 overseas travel when required.



### **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.