



## 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 and Study Abroad Coordinator

**Ref no.:**

**Department/Division:** Student Marketing and Recruitment /Academic Registrar's Division  
**Accountable to:** Student Recruitment and Study Abroad Manager

### Background:

LSE Student Marketing and Recruitment markets the School to ensure it is the first choice for the world's most academically able students who seek a quality education in the social sciences.

Student Marketing and Recruitment is responsible for the development, delivery and monitoring of a range of marketing and recruitment activities aimed at prospective students in the UK, Europe and around the world, designed to help the School meet its strategic objectives. It is also responsible for the management of the School's study abroad programme, The General Course. As such, it has a significant customer-facing role. Staff also advise LSE academic departments and other colleagues on the marketing of programmes, and liaise with external agencies, embassies and organizations. The team comprises:

Student Recruitment and Study Abroad Manager  
Three Student Recruitment Officers  
One Student Recruitment Coordinator  
Two Student Recruitment and Study Abroad Coordinators  
One Marketing Officer  
One Market Intelligence Officer  
Two Marketing Coordinators  
One Student Recruitment Administrator  
One Student Recruitment Assistant

### Job Summary:

The post-holder's main responsibilities are as follows:

- To provide administrative support for the General Course (to applicants, students and staff).
- To plan and deliver projects and events for the General Course.
- To contribute to and produce the weekly term-time General Course e-newsletter.
- To monitor and control the Student Marketing and Recruitment and General Course budgets.
- To work with colleagues in Alumni Relations to help deliver the annual 'Destination LSE' pre-departure events.
- To contribute to LSE's Student Marketing and Recruitment Strategy.
- To provide administrative support for the Student Marketing and Recruitment team.
- To participate in general recruitment events and represent the School, on and off campus.



**Duties/Responsibilities or HERA Competencies** *(Please note, you can either complete the Job Description using the HERA Competencies or not)*

#### **Communication**

- To provide (by phone, written correspondence and in person) enquirers with expert advice on progression routes into HE, information about LSE, the structure of its degrees and all aspects of the admissions process.
- To prepare and deliver presentations about higher education, the School and its admissions procedures to a range of audiences at on-campus events, at school and college visits and at fairs and exhibitions.
- To ensure that the content of relevant aspects of the LSE website (specifically those pages relating to the General Course and the 'Destination LSE' events) is attractive, up-to-date and accurate.
- To produce engaging weekly editions of the term-time General Course e-newsletter, *Tembo*, for study abroad students on-campus.
- To produce a termly General Course e-newsletter for study abroad advisers.
- To effectively promote the 'Destination LSE' events to offer holders.
- To report (orally and in writing) to the Student Recruitment and Study Abroad Manager on all administrative and project work.
- To report (orally and in writing) to the Student Recruitment and Study Abroad Manager on issues relating to the Student Marketing and Recruitment and General Course budgets.

#### **Teamwork and Motivation**

- To liaise with team members to meet Student Marketing and Recruitment objectives.
- To attend, when appropriate, meetings, conferences etc. and to report back to colleagues.
- To work as part of the Student Marketing and Recruitment team on joint projects, such as the Open Days.
- To work as part of a team providing support to the General Course.
- To work as part of the Student Marketing and Recruitment team, providing input into the Strategy.
- To work closely with the Student Recruitment and Study Abroad Manager on implementation of the recruitment strategy in specific markets.
- To attend Student Marketing and Recruitment team meetings.

#### **Liaison and Networking**

- To liaise with academic departments and support services within LSE.
- To liaise with the Dean for the General Course and General Course students.
- To liaise with colleagues in Alumni Relations and the School's alumni around the world on the delivery of the annual 'Destination LSE' events.
- To liaise with the Finance Division in relation to the Student Marketing and Recruitment and General Course budgets.
- To liaise with external providers of recruitment services, such as exhibition organisers; freight companies; British Council Offices; representatives from study abroad organisations.

#### **Service Delivery**

- To ensure a high standard of service in the delivery of support for the General Course.
- To deliver services to a high standard, providing information accurately and promptly to internal and external customers.
- To establish the needs of attendees at LSE recruitment events and to influence those events accordingly.
- To ensure that the Student Marketing and Recruitment Service Level Statement is adhered to in all dealings with customers.



- To ensure that the aims and objectives of the Student Marketing and Recruitment Strategy are met.

#### **Planning and Organising Resources**

- To plan, prioritise and organise personal and team tasks, meeting both internal and external deadlines.
- To plan and deliver agreed projects and events, i.e. the Cumberland Lodge residential visit and the Social Calendar for the General Course.
- To coordinate recruitment activities in select markets.

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

- To identify and resolve day-to-day issues which arise in the planning and delivery of recruitment projects, including the administration of the General Course.
- To recognise when a problem should be referred to others.
- To identify potential standard problems before they occur.
- To handle standard problems and queries from prospective students and applicants regarding admission to the School.

#### **Investigation, analysis and research**

- To undertake market research on international markets.
- To undertake market research for study abroad markets.
- To analyse and report on the results of surveys, notably relating to the experience of study abroad students at the School and Destination LSE events.

#### **Knowledge and Experience**

- To be knowledgeable about issues affecting the global higher education sector.
- To be knowledgeable about the UK education system and application processes.
- To be knowledgeable about the field of study abroad and the study abroad market.
- To have experience of managing and organising a workload to achieve successful results.
- To have experience of financial monitoring and control.

#### **Flexibility**

To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above.