



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 Events Coordinator (Home)

Department/Division: Recruitment and Admissions – Academic Registrar's Division (ARD)

Accountable to: Student Recruitment and Events Officer (Home)

The London School of Economics and Political Science (LSE) is one of the world's leading institutions for the study of the social sciences. With 20 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 LSE Shaping the World strategy commits LSE to 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's (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.

Recruitment and Admissions takes lead responsibility for achieving the School's student recruitment targets. It comprises five teams:

- Admissions
- Financial Support Office
- Student Marketing
- Student Recruitment and 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.

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.



Within the Student Recruitment and Study Abroad team this role will coordinate the delivery of on-campus, off-campus and virtual events to achieve the School's application targets for Home students. By supporting the delivery of these events – including Virtual Graduate Open Events, Open Days and Offer Holder Days – this role also plays a role in the delivery of targets for International student recruitment.

Primary responsibilities

1. Deliver excellent in-person and virtual student recruitment events, both on and off campus, that help deliver the School's application targets for Home recruitment.
2. Represent the School in student recruitment activities on-campus, virtually and across the UK.
3. Proactively contribute to achievement of targets in the School's Access and Participation Plan (APP).
4. Ensure that activity plans are aligned with the School's national diversification objectives, identifying specific opportunities to improve national diversity where it is most needed.
5. 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.
6. Work with the Student Marketing team to identify opportunities to undertake promotional advertising/marketing and support delivery.
7. Take an intelligence-led approach to recruitment planning and activity evaluation, identifying the need for further research when necessary.
8. Fully leverage the School's digital platforms, maximising the use of the CRM (Salesforce) in the planning, delivery and evaluation of activities.
9. Build effective relationships with key colleagues and teams across Recruitment and Admissions, the wider Division and the School.

Further duties and responsibilities

Service delivery

- Proactively support International student recruitment, supporting activities and events when required.
- Write and edit risk assessments for recruitment activities, as necessary, before delivery.
- Demonstrate an innovative and proactive approach to on-campus, off-campus and virtual recruitment activities.
- Work with Student Ambassadors to help achieve recruitment objectives.
- To 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.
- Identify and solve day-to-day issues that arise in the planning and delivery of recruitment activities.

Communication

- Communicate effectively with schools/colleges and partner organisations, enhancing and growing these relationships to support objectives.
- Communicate promptly, accurately, warmly and effectively with prospective students and their representatives.
- Ensure that activity reports are communicated efficiently and in a timely manner.



Liaison and networking

- Work proactively with external bodies, such as UCAS and HELOA, other external partners and alumni to successfully pursue the School's recruitment objectives.
- Work proactively with LSE academic departments and support services to help achieve recruitment objectives.
- Keep abreast of developments across the sector with relevance to Home recruitment and ensure that the implications for LSE are conveyed to stakeholders.

Planning and organising resources

- Any other duties that support the objectives of the Division and the School as requested by the Student Recruitment and Events Officer (Home) or the Deputy Head of Student Recruitment (Home).

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 travel within the UK.

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.