

Post Details		Last Updated: 23 July 2024	
Faculty/Administrative/Service Department	Surrey Business School, Faculty of Arts, Business and Social Sciences		
Job Title	MBA Officer		
Job Family	Professional Services	Job Level	3
Responsible to	School Manager		
Responsible for (Staff)	N/A		

Job Purpose Statement

The MBA Officer will have a strong sales and marketing background, be adept at producing and managing digital content and be a proactive self-starter comfortable with the challenge of meeting targets. An ambassador for the School and the MBA programmes they focus on the recruitment of Surrey Business School's MBA and EMBA students.

They will work with the MBA Director and colleagues in Marketing and Admissions to ensure that each cohort reaches its optimum size and reflects the standards set by our accrediting bodies in terms of prior educational attainment, work experience and diversity. This activity is essential to the successful implementation of the School's strategy to grow the programmes, maximise the income they generate and to enter and climb postgraduate rankings while maintaining existing, and gaining new, accreditations.

The MBA Officer will build strong relationships with individual enquirers, applicants and employers to guide them through the admissions and onboarding process. This includes delivering a strong conversion programme to confirm each candidate as early as possible in the recruitment cycle.

They will work with marketing colleagues to design and deliver the MBA student recruitment plans. This will include, preparing content to support the delivery of 'digital first' campaigns and direct sales to target markets.

Key Responsibilities

1. Liaising with Admissions colleagues manage the end-to-end MBA student recruitment process ensuring that targets on turnaround times for each stage are met or exceeded.
2. Interview all MBA applicants that meet core criteria, make offers, including scholarships, referring to the MBA Director for advice where there is any uncertainty about an individual candidate. Where candidates do not meet the criteria for the programme advise them on alternative programmes that may suit their needs.
3. Maintain tracking information to inform conversion activity and support generation of data for accrediting bodies including AMBA. Report on the status of applications and turnaround times against targets to the MBA Director, PGT Director, School Manager and Head of School giving context where needed.
4. Support the MBA Director, School Manager and Marketing and Student Recruitment colleagues to ensure that a recruitment strategy and plan is in place in good time for each recruitment cycle. This includes scheduling meetings and ensuring key information is shared in a timely way. Feed information from their interactions with applicants into the planning process and to the MBA Director to inform the development of the programme.
5. Take responsibility for delivering key actions in the plan, including information sessions for prospective MBA students, 'local' business engagement and direct sales to businesses and prospective students. This will include delivering presentations and attending events where a high level of confidence and professionalism will be required.
6. Work with the Business Development Officer to fully utilise the wide range of business engagement and networking events and activities that the School generates and participates in to generate new leads.
7. Plan and deliver a programme of conversion communications, to compliment the University's post graduate conversion activity, to include digital content and direct communications to ensure students confirm their places and pay deposits in a timely way. In doing so ensure the University's brand and key messaging for the programme are implemented appropriately. This will include managing the MBA's social media content and liaising with

Marketing and Student Recruitment colleagues early in the planning process to dovetail MBA specific communications with University PGT conversion activity.

8. Support the MBA Director and work with colleagues in Advancement to develop the MBA alumni community, to achieve a range of objectives including student recruitment.

N.B. The above list is not exhaustive.

All staff are expected to:

- Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.
- Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.
- Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.
- Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role.
- Undertake such other duties within the scope of the post as may be requested by your Manager.
- Work supportively with colleagues, operating in a collegiate manner at all times.

Help maintain a safe working environment by:

- Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
- Following local codes of safe working practices and the University of Surrey Health and Safety Policy.

Elements of the Role

Planning and Organising

- The post holder will be expected to manage their own work, planning their activity proactively and managing a range of priorities including the need to respond to queries from and schedule interviews with prospective students in a timely way.
- They will work collaboratively with others on longer term planning of activity to support MBA student recruitment.
- They will be expected to utilise their experience and knowledge to act within agreed parameters and in consultation with colleagues in adapting plans and strategies throughout the recruitment cycle in response to a range of factors.

Problem Solving and Decision Making

- The post holder will be expected to make decisions and come up with solutions to problems utilising their own knowledge and experience. They will provide advice and solutions to others in line with their responsibilities.
- They will be expected to refer more complex problems to their manager, or senior colleagues with specialist knowledge, but will be expected to recommend solutions, looking beyond the obvious, and implement them on behalf of the School.

Continuous Improvement

- The post holder will be expected to contribute to the ongoing improvement and refinement of the MBA recruitment strategy.
- They will be expected to identify and implement improvements to the School level systems and processes that support recruitment and conversion.

Accountability

- The post holder will manage, with some support from the School Manager and MBA Director, the school level systems and processes around MBA recruitment and will be responsible for the implementation of key aspects of the recruitment strategy and conversion activity.
- They will be expected to meet agreed targets on turnaround times and to work proactively to achieve student numbers for the MBA programmes.
- There is some risk associated with this work as the MBA programmes, and the size and quality of its student cohorts, are tied to accreditations and the position of the programmes, School and University in the highly competitive international business school market.
- The success of this role impacts directly on student growth and income and there will be annual targets for MBA student recruitment which must be met in order for the School to deliver its strategy and ensure its financial contribution to the University.

<u>Dimensions of the role</u>		
<ul style="list-style-type: none"> The post holder will be expected to share their insight and expertise to advise and contribute to the development of the MBA programmes and continued growth in student numbers. 		
<u>Supplementary Information</u>		
<p>This role is key to building a strong cohort for each MBA programme both in terms of quality and quantity of students. The post holder will need to build strong relationships with a wide range of stakeholders both internal and external and often in very senior positions. They will need to use their experience and specialist insight on a daily basis and exercise judgement in their work with applicants, employers and other key stakeholders.</p> <p><i>This role will include some evening and weekend working and may include some overseas travel. The post holder will be expected to plan annual leave around peaks and troughs of recruitment activity.</i></p>		
Person Specification		
Qualifications and Professional Memberships		
HNC, A-Level, NVQ 3, HND level or equivalent, with several years relevant experience OR Broad vocational experience, acquired through a combination of job-related vocational training and considerable on the job experience, demonstrating development through involvement in a series of progressively more demanding/ relevant work/roles.		E
Technical Competencies (Experience and Knowledge)	Essential/ Desirable	Level 1-3
Excellent written and verbal communications skills and experience of representing an organisation and building relationships with external clients	E	3
Experience of digital marketing and content generation	E	2
Experience in sales, conversion or direct marketing	E	2
Understanding of the MBA marketing or UK postgraduate taught market.	D	2
Experience of the Higher Education Sector and a basic awareness of the activities of the University	E	n/a
Special Requirements:		Essential/ Desirable
A Full UK driving license		D
Ability to travel abroad		D
Core Competencies		Level 1-3
Communication		3
Adaptability / Flexibility		2
Customer/Client service and support		3
Planning and Organising		2
Continuous Improvement		2
Problem Solving and Decision Making Skills		2
Managing and Developing Performance		1
Creative and Analytical Thinking		2
Influencing, Persuasion and Negotiation Skills		3
Strategic Thinking & Leadership		2

This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.

Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose.

Organisational/Departmental Information & Key Relationships

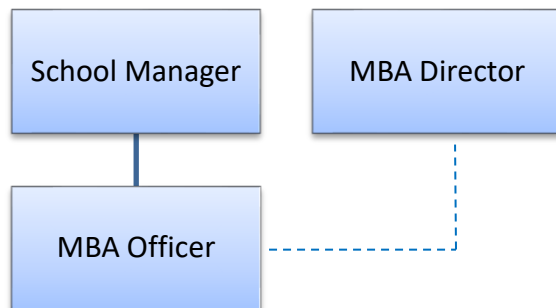
Background Information

Surrey Business School (SBS) holds strong league table positions and has a growing reputation for its excellence in research and in learning and teaching.

SBS focuses on delivering business ready solutions by investing in pioneering world-class research, placing business insight at the heart of everything it does. A dynamic learning environment and collaborative ways of working motivate students to create change, through skills gained with hands on learning, critical thinking and entrepreneurialism. The Surrey MBA is one of the School's leading programmes and SBS is determined to maintain this upward trajectory in the face of an increasingly competitive and global market.

A high level of service orientation and a personal approach to recruitment and delivery of the programmes are features of the Surrey MBA.

Department Structure Chart



Relationships

Internal

- MBA Director
- Head of School
- Faculty Marketing Manager
- SBS Marketing Officer
- International Recruitment Team
- Admissions
- External and Business Engagement Officer
- External and Business Engagement Coordinator

External

- Prospective students
- Employers
- Alumni
- Accrediting bodies such as AMBA
- Recruitment Fair and business event organisers
- Scholarship schemes such as Chevening