

Student Recruitment Manager, ONCAMPUS UK/EU/US, MENA

Job description and person specification

Job Title: Student Recruitment Manager, ONCAMPUS UK/EU/US, MENA

Department: Sales and Marketing

Reports to: Senior Student Recruitment Manager, ONCAMPUS UK/EU/US, MENA

Location: Dubai, United Arab Emirates

The Company

Since 1952, Cambridge Education Group (CEG) has been delivering the highest quality academic programmes, preparing thousands of students to progress onto the world's leading universities.

Cambridge Education Group aims to be the undisputed customer service leader in the international education sector and to be recognised as such by its agents, partners and their clients, by the universities it works with and by its competitors. The objective is simple: to deliver exceptionally high standards of service in every single customer interaction.

The Group currently operates two different brands: **ONCAMPUS** – teaching foundation courses to university degrees on campuses in the UK, USA and mainland Europe, and CEG Digital, who delivers part-time online and blended university programmes, to provide an outstanding digital educational experience.

This role is part of **ONCAMPUS**.

Job overview

To support Senior Student Recruitment Manager (SSRM) to deliver enrolment targets for ONCAMPUS centres in the UK, EU and US through partner agencies, institutions, sponsors and other recruitment channels.

The successful candidate will be required to implement UK/EU/US Sales & Marketing Plan to ensure student enrolment targets are achieved. Reporting directly to the SSRM, Student Recruitment Manager (SRM) will be responsible for the day-to-day management of a selected network of recruitment channels which will involve travelling within the Middle East region. The successful candidate will take a pro-active role in follow-up and conversion of students applying for academic programmes at ONCAMPUS centres and will work closely with admissions in achieving this goal. This is a high-pressure, sales-driven, and rewarding role which offers excellent career development opportunities.

The following section outlines a more detailed, but not exhaustive, description of the duties pertinent to this post.

Key responsibilities and capabilities

Core responsibilities

- ✓ Help manage relationships with a network of key Middle East based agents to meet student recruitment targets
- ✓ Provide training to key agents and counsellors through visits and training sessions
- ✓ Support key agents in promotional activities including Fairs, Exhibitions and interview days
- ✓ Support agent and student visits to ONCAMPUS centres
- ✓ Collaborate with the wider Sales and Admissions teams to follow up enquiries and applications to convert and recruit new students
- ✓ Take a lead on follow-up activities to ensure high application to enrolment conversion rate, one of the key priorities for this role
- ✓ Strengthen existing and develop new links with sponsors in the region
- ✓ Work closely with the ONCAMPUS Marketing team to ensure that the sales tools to promote ONCAMPUS UK/EU/US centres are available, impactful and effective for MENA market
- ✓ Build strong relationships with the ONCAMPUS partner university staff for the MENA region
- ✓ Give regular activity reports to SSRM, the regional management team and the wider business
- ✓ Assist with completing the market profitability forecasts

Essential requirements

- ✓ A university degree
- ✓ Experience in sales
- ✓ Excellent interpersonal skills and experience of dealing directly with a wide variety of people
- ✓ Ability to work independently as well as in a team
- ✓ Proactive approach to problem solving
- ✓ Flexible approach to working, excellent time management skills
- ✓ A friendly professional manner and appearance
- ✓ Self-motivated with an ability to thrive under pressure
- ✓ Ambitious and results orientated
- ✓ Availability to travel several weeks throughout the year

Desirable requirements

- ✓ Experience in the international education sector
- ✓ Knowledge of Arabic language

Employee Values

Accountability and Ownership – takes responsibility, meets commitments, dedicated, confident, invested in the work that they do and doing it well, pro-active, makes decisions, calculates the risk and shows leadership.

Having Enthusiasm - being flexible and responsive, can do attitude, hardworking, honest, has a willingness to learn, goes the extra mile, is positive in the face of challenges.

Being Creative – looks for new ways to improve, takes ideas and implements them, looks at problems in different ways, is solutions led.

Being a Team Player – friendly, punctual, reliable and respectful of their co-workers, communicates with enthusiasm, collaborates with colleagues, shares knowledge and teaches others.

Being Customer Focused – approachable, helpful, shows empathy, communicates openly and welcomes feedback, builds relationships, organised, detail orientated, effective and efficient, courteous and professional

