

JOB DESCRIPTION

Job Title:	Recruitment and Business Development Manager
Campus:	Mauritius
Salary:	Competitive
Period:	Full-time
Reporting to:	Pro-Vice Chancellor, Middlesex University Director, Middlesex University Mauritius

Overall Purpose

The Recruitment and Business Development Manager is responsible for increasing student numbers and revenue by identifying and developing new business opportunities and expanding the Middlesex University Mauritius brand presence. He/she will demonstrate role model behaviour and provide dynamic, consistent, and motivational leadership. The post holder will work with cross-functional teams and manage existing partnerships and stakeholder relationships. S/he will develop and implement an institutional recruitment plan to drive recruitment and third-stream income generation. The post holder will work with teams responsible for promoting Middlesex University Mauritius, internally and externally, authentically and compellingly.

Principal Duties

- **Developing Recruitment and Business Development Strategies:** Create a comprehensive recruitment and business development plan to attract and enrol local and international students, aligned with the institution's enrolment targets.
- **Internal Stakeholder Relations:** Develop, review and report on the business development strategies, ensuring the strategic objectives are well understood and executed across academic and professional support functions.
- **Partnership Development:** Establish partnerships with schools, educational agencies, community organisations, and other relevant stakeholders to enhance recruitment efforts. Collaborate on joint events, information sessions, and outreach activities to expand the university's visibility.
- **In addition to managing and supporting external recruitment agents and regional office colleagues on a regular basis, responsible for recruiting and selecting educational agents, including performance monitoring, training, payment, and termination as necessary.**
- **Student Outreach and Engagement:** Actively engage with prospective students through various channels, including direct communication, social media interactions, and campus visits. Provide information, address inquiries, and guide students throughout the recruitment process.
- **Market Research and Analysis:** Conduct market research and analyse trends to identify target demographics, competitor analysis, and emerging opportunities. Utilize data-driven insights to inform recruitment strategies and decision-making.
- **Admissions Support:** Collaborate closely with admission and marketing teams to facilitate a seamless transition for prospective students from the recruitment phase to the application and enrolment stages. Provide necessary support and

guidance to ensure a positive experience for applicants. This includes visa guidance and support for international students.

- **Data Management:** Maintain accurate and up-to-date records of prospective student information, recruitment activities, and outcomes. Utilise and develop CRM or other tools/institutional systems to track and manage leads, applications, and enrolment data.
- **Event Planning and Execution:** Organise and coordinate recruitment events, such as open days, information sessions, education fairs, and virtual events. Ensure events are well-planned, executed smoothly, and provide a positive experience for attendees.
- **Budget Management:** Manage recruitment budgets effectively, including planning and allocating resources for marketing materials, events, travel, and other related expenses. Monitor expenditures and maintain financial accountability.
- **Collaboration and Reporting:** Collaborate with various departments, including marketing, admissions, and academic schools, to align recruitment efforts and share insights. Provide regular reports on recruitment activities, outcomes, and progress towards enrolment targets.

PERSON SPECIFICATION

Qualifications and Experience

- Bachelor's degree marketing, sales, or related field.
- A minimum of five years' experience in a demanding sales role or international student recruitment.
- Excellent communication and interpersonal skills, with the ability to build relationships with various stakeholders across different cultures and backgrounds.
- Strong sales management and team-building skills and the ability to manage, motivate and inspire a team to achieve ambitious goals.
- Extensive knowledge of social media platforms, campaign management and graphical design.
- Knowledge of marketing and recruitment strategies, with experience developing and implementing successful campaigns.
- Familiarity with relevant software applications such as Microsoft Office, CRM systems, and social media platforms.
- Experience working in a multicultural and international environment, with an understanding of cultural sensitivities and norms in international markets. Specific insights to Africa and Asia are desirable.
- Ability to work independently and remotely, with strong organisational skills and attention to detail.
- Ability to travel within frequently to international markets.

The above list is not exclusive or exhaustive, and the postholder will be working as part of the Marketing and Admissions team. The post holder will be expected to work closely with all team members, provide cover and assistance when necessary, and participate within the team as requested in areas such as communication and general office organisation. Other duties and projects will be added as required by the Campus Director.