

JOB DESCRIPTION

TITLE: Director of Admissions, Executive MBA Program - Europe

DEPARTMENT: Chicago Booth Europe Campus

GENERAL SUMMARY: Under the general direction of the Managing Director of the Executive MBA Program, Europe, the Director of Admissions has overall responsibility for all activities related to the recruitment of students into the European Executive MBA Program. The Director leads the recruitment and interview process, and manages prospective student communications for the European EMBA Program from the point of initial contact through matriculation.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

Recruitment Process Management

1. Set prospective student communication plan from the point of initial contact through matriculation
2. Develop plans and goals for the mining of prospective applicant data, and implement strategies to increase the effective outreach to prospective students.
3. Create events developed with a purpose of driving applications (including receptions, forums, direct mail, etc.) some of which will include local and non-local travel
4. Oversee creation of EMBA program Advertising Schedule
5. Develop strategies for involving alumni and current students in the recruiting process

Direct Recruitment Responsibilities

1. Directly participate in activities related to promotion of the Executive MBA Program to target group and referral sources
2. Manage and execute a recruitment portfolio (including preparation, travel, fairs, one to one events, Info sessions, follow-up, etc.)
3. Represent Chicago Booth at recruitment and other marketing events and other activities
4. Respond to queries from prospective students and applicants including assigned Hot Leads

Candidate Application and Assessment Process

1. Responsible for managing all assessment activities, including reading of applications, management of matriculation, and yield tactics
2. Lead the Interview Process

Benchmarking, Research and Assessment

1. Track and analyze effectiveness of marketing initiatives and activities.
2. Benchmark Chicago Booth recruiting activities with other business schools
3. Complete a thorough analysis of all admission activities ex-post with an eye towards implementing better effective and efficient activities
4. Conduct research to identify additional ways to reach target group and referral sources

Publications and Marketing Communication

1. Oversee development of all marketing materials and student recruitment publications in conjunction with other team members in London as well as Chicago and Singapore.
2. Manage subcontracted agencies and vendors as necessary (e.g. advertising, printing)
3. Provide input for all centrally planned marketing materials (e.g. brochures, applications, web site). Coordinate and oversee any local participation/production as required

Budget and Staff Management

1. Supervise two full time employees - Associate Director of Admissions and Admissions Manager
2. Manage the recruiting budget including forecasting
3. Provide input into tuition setting

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.

MEASUREMENTS OF SUCCESS:

1. Meet class enrollment targets
2. Increase quantity of enquiries and applications vs. previous year.
3. Increase quality of admits vs. previous year
4. Improve yield rates vs. previous year
5. Meet budget targets
6. Overall rate of efficiency, accuracy, timeliness, and organization of all admissions procedures

REPORTING RELATIONSHIPS:

Reports to the Managing Director, Executive MBA Program – Europe
Two direct reports – Associate Director of Admissions, Admissions Manager

KNOWLEDGE, SKILLS AND EXPERIENCE:

1. Bachelor's degree in business, marketing, humanities or related field required. Master's degree strongly preferred
2. Ten or more years of progressive experience in successful recruitment and admissions roles, preferably in the EMEA market
3. Experience managing a team of people
4. Experience managing a budget, including setting budgets and budgetary priorities, forecasting, and meeting targets
5. Demonstrated history of responsibility for and success at meeting targets and improving applicant numbers and quality in a recruitment process
6. Superior oral and written communications skills, including excellent presentation skills essential
7. Ability to engage with a variety of constituents (prospective and current students, alumni, faculty, etc.) from many different cultural backgrounds
8. Superior organizational skills; ability to manage micro and macro objectives and ability to execute multiple objectives concurrently
9. Ability and willingness to work evenings and weekends and to travel both domestically and internationally
10. Proficiency with MS office and managing databases required
11. Knowledge of one or more European languages advantageous
12. Must be able to work legally in the UK on a permanent basis

SALARY AND BENEFITS

The salary will be competitive and commensurate with experience. In addition to salary Chicago Booth offers an attractive benefits package including 25 days holiday per year (plus 8 Bank Holidays), Private Medical Insurance, a contributory pension scheme, interest-free travel card loan scheme, and more.

If you wish to be considered for this position, please send a CV and a detailed cover letter outlining your relevant experience and motivations for applying for this position to:

Richard.Johnson@ChicagoBooth.edu (Electronic applications are strongly preferred), or

Richard Johnson
Managing Director, Executive MBA Program- Europe
University of Chicago Booth School of Business
Woolgate Exchange
25 Basinghall Street
London EC2V 5HA

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