

Job Title	Recruitment Development Manager Full-time position reporting to the Director of Programs.
Job Summary	<p>The Recruitment Development Manager will be part of the Programs Recruitment team, which supports the generation of participants into the EMBA and SBUM programs, Executive Certificates, other programs as assigned by the management.</p> <p>The Manager, in liaison with the senior management of the Department, will develop and implement all business development and sales activities to meet objectives in terms of application volume, diversity and quality of candidates. The jobholder will primarily focus on the Degree Programs and Executive Certificates, and will also play a key role in referring prospects too and supporting recruitment and events for other Programs.</p> <p>The role will require proven ability to drive individual and team objectives, working both autonomously and collaboratively with colleagues to successfully achieve the department strategy and school mission.</p>
Key Responsibilities	<ul style="list-style-type: none"> – Responsible for supporting Degree Programs and Certificates comprising all recruitment and business development across allocated geographical zones. – Proactively contact leads assigned from the marketing team to convert them to new opportunities interested in the Degree Programs and Certificates. – Organize recruitment events in the given market if necessary – these will be a combination of faculty masterclasses, alumni networking, institutional events and 1-2-1 conversations. – Drive successful use and optimization of CRM and data, ensuring regular and relevant dashboards and reporting are aligned with required performance metrics to support key business decisions. – Successfully manage sales and development activities to achieve growth and recruitment targets, ensuring realization of department and organizational goals for products under area of responsibility. – Event coordination and budget tracking. – Run masterclasses and information sessions, via in-person or online formats (including sourcing hosts, faculty, supervising event organization, ensuring sufficient alumni representation, sending follow up to participants Etc.) – Building relationships with corporates to promote HEC Paris programs across the region. – Building relationships with candidates in the region (one-on-one meetings, follow up calls Etc.) – Ensuring a social media presence by generating content for and interact with target audience, in coordination and as agreed with marketing team. – Building relationships with alumni in the region and effectively leveraging the local community for marketing purposes, in coordination and as agreed with marketing team. – Manage the pipeline effectively to ensure maximum applications and ensure that applicants meet the criteria of the admissions committee. – Attend general networking, educational seminars and business specific events to generate new leads. – Support applicants in any way throughout their journey prior to application for an HEC Paris program.

- Support faculty on introduction days giving campus tours and fielding questions.

Minimum Requirements

- University degree required, Masters is preferred with focus on Sales.
- Experience in a sales/recruitment/ talent acquisition background.
- 5+ years minimum experience in sales and a passion for sales.
- Ability and desire to travel 30% of the time. Traveling to run events and meet potential program participants.
- Motivated by targets and customer experience, showing an aptitude for suggesting ideas, is organised, and can demonstrate this through examples.
- Self-motivation and focus is important. Flexible and adaptable to various tasks at hand.
- Results driven with good business acumen.
- Proactive and able to prompt others to ensure deadlines and targets are achieved, stays calm while working under pressure.
- Has gravitas that allows him/her to be accepted by other stakeholders at HEC Paris.
- High level of integrity
- Excellent time management, organisational skills, attention to detail.
- Experience in education preferred but not mandatory.

Success Criteria

- Achieve target enrolment objectives.
- Increase conversion and quality of new student enrolment.
- Generate increased enquiries.
- Increase student quality and satisfaction.
- Ensure quality of recruitment process.
- CRM utilization and optimization.
- Effective tracking and regular reporting of data.
- Initiate and implement individual and team enrolment strategy.

Disclaimer

This job description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks, and duties of the jobholder might differ from those outlined in this job description and other duties, as assigned, may be part of the job.