

Student Recruitment Manager – MENA

Location: Germany (Leipzig or remotely)

Salary: Competitive (depending on qualifications and experience)

Job type: Full-time

The Lancaster University Leipzig campus offers a range of Lancaster University (LU) degree programmes, with the university committed to providing the same academic quality and fully rounded student experience as in the UK. In January 2020, the campus opened with a Lancaster University accredited foundation programme delivered by Navitas Germany GmbH – part of Navitas Group - an Australian owned public listed company. Navitas is an industry leader in providing managed campus services, as well as pre-university and university pathway programmes for domestic and international students in Asia, North America, Africa, Australia, Continental Europe and the United Kingdom. Navitas Colleges are modern and dynamic educational institutions committed to providing quality educational programmes and excellent student support in an environment that encourages students to achieve the best possible results in their studies. In Autumn 2020, four Lancaster University accredited Bachelor of Science programmes were included into the portfolio of programmes, and the growth plan holds the introduction of post-graduate programmes.

The Student Recruitment Manager plays a lead role in recruiting students for Lancaster University Leipzig from the Middle East and North Africa. The role reports to the Director of Marketing and Recruitment at Lancaster University Leipzig.

Student Recruitment Manager’s Responsibilities:

- Oversight of Lancaster University Leipzig’s recruitment activities and responsibility for the recruitment results in MENA (B2B & B2C).
- Development and nurture of Lancaster University Leipzig’s connections with key stakeholders (i.e. international schools).
- Management and monitoring of the campus’ pipeline alongside the in-market sales staff.
- Development of lead generation campaigns with the in-market teams, conversion and student engagement campaigns.
- Planning, Managing and Conducting recruitment activities within MENA.
- Contribution, as necessary, to problem solving issues raised by agents.

- Assistance in the preparation of monthly reports on recruitment issues and trends inclusive of recommendations.
- Support of tasks relating the Campus – as part of a growing team of colleagues.

Your Profile:

Interested applicants will be able to demonstrate:

Essential

- Degree level study.
- Proven experience in student recruitment and ability to create and articulate value propositions in a clear and compelling way across a wide range of international audiences.
- Proven ability as a “team player” who can contribute to the development of an effective team.
- Ability to prioritize and comfortable working to competing priorities and deadlines in a fast-past environment.
- Flexible attitude to work including a willingness to work weekends and evenings in support of student recruitment activities.
- Strong verbal and written English communication skills.
- Relationship management skills and the ability to communicate routine and complex information clearly at all levels.
- Strong IT skills to provide insightful data to support business decision making.
- Solution-focused with a “can do” mentality and problem-solving ability.

Desirable

- Existing network with international schools and agents in the MENA region.
- Good understanding of selling Germany as a study destination.
- Knowledge of the German language (verbal and written)
- Experience in working with CRM systems.

Application Procedure:

The application package should consist of a cover letter, curriculum vitae, and two contacts (including positions) for recommendation letters.

Please merge all documents into one PDF file, indicating your name and submit by e-mail to:

Kamila Szalast (Director of Marketing and Recruitment): kamila.szalast@lancasterleipzig.de