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| Role: | Sales & Recruitment Lead |
| Accountable to: | Head of Commercial and Sales |
| Job Grade: | C3 |
| Collaborating with: | Marketing Lead, Commercial Development Lead, Academic Department, Finance Department & Chief Technical Officer |
| Main purpose of this role: | <ul style="list-style-type: none"> • To develop, refine and implement undergraduate and TSIBA Business School postgraduate student recruitment sales strategies. • To manage and coordinate the quality of TSIBA Business School relationships with key internal and external student recruitment stakeholders • To build the TSIBA Business School brand such that this translates into effective student recruitment and conversation of sales. • To build seamless student recruitment and admissions processes. |

Key Performance Areas/ Responsibilities:

KPA 1. Stakeholder Relationship Building and Coordination (20%)

- Build and maintain a database of external relationships, eg. student recruitment feeder groups, community leaders, champions, partners, students and schools.
- Build internal relationships with Marketing Lead, Commercial Development Lead, Academic Department, Financial Department and Systems Architect & Business Analyst to ensure full integration of student recruitment and admissions processes.
- Research and collaborate with organisations that work with youth.
- Build innovative relationships and network with key recruitment partners.
- Training of TSIBA recruitment representatives to be adequately informed and trained to represent the institution as per marketing and brand strategy guidelines
- Provide consistent and meaning-full feedback to Academic Team Deliver on KPAs in collaboration with the institution, partners, Marketing Lead, Business Development and consultants
- Work together closely with TSIBA Marketing Lead to implement TSIBA's brand and student recruitment strategies.

KPA 2. Marketing TSIBA Business School to Prospective Students (40%)

- Develop and implement TSIBA Business School Student undergraduate and postgraduate student recruitment strategy.
- Ensure websites and other social media are maintained to drive and convert sales.
- Co-ordinate school presentations and visits, and do so in a way which presents TSIBA as an inspired and aspirational choice of tertiary education institution.
- Leads and manages digital content and platforms for student recruitment - including, but not limited to Instagram, Google Ads, facebook TikTok, Instagram, Twitter as well

as digital channels including TSIBA website to enhance the user experience.

- Coordinate Ambassadors Programme and roadshows/ promotions & support students at their events related to recruitment.
- Coordinate representation of TSIBA at open days, exhibitions, career days & expo's.
- Work closely with Marketing Lead to ensure alignment with relevant promotional material for recruitment..
- Identify opportunities for promoting TSIBA Business School to undergraduate and postgraduate prospective audiences and operationalise those innovative ideas and opportunities.
- Work closely with the Academic Team to stay abreast of developments in TSIBA Business School academic programmes.
- In collaboration with Marketing Coordinator identify and communicate TSIBA success stories that can be used for PR purposes to attract prospective students. Hold responsibility for all of TSIBA's student recruitment external engagements and ensure that TSIBA's brand is strengthened through internal and external events.
- Conceptualise and coordinate student recruitment related events together with Brand and Faculty functions.
- Keep abreast of tertiary recruitment trends and patterns.
- Manage student recruitment budget.
- Order and maintain prospective TSIBA student recruitment marketing materials.

KPA 3. Admissions Coordination (30%)

- Develop a seamless student recruitment and admissions process through automation and integration into TSIBA LMS and Financial systems.
- Administration and verification of student application data.
- In collaboration with the TSIBA Academic Department's Student Selection Team coordinates student admissions.
- Implement student selection criteria and methods in collaboration with the Academic Department.
- Monitor and analyse trends encountered during the admissions process for the purpose of reviewing policies that guide the student selection process.
- Ensure recruitment policies are documented and up to date and recruitment and selection procedures are in line with the policy.
- Maintain and analyse data relating to student recruitment patterns and competitor offerings, data to inform and prioritise actions, innovation and enhancement of ongoing student recruitment activities and engagement.

KPA 4. Data management and registration support (10%)

- Maintain applications versus registrations student data.
- Analyse data on conclusion on the annual recruitment cycle and compile report.
- Track intake movement with current students' development and use data to analyse, report and make recommendations for improvements based on the analysis of each year's intake.

Competencies Required:

- Excellent project management skills and ability to complete projects on time and within budget.
- A sound understanding of the higher education landscape.
- Strong networking skills.
- Familiar and comfortable with changing digital marketing technologies.
- Able to work with a variety of people - including students, academics, senior management and external stakeholders.

- Exceptional interpersonal and communication skills.
- Highly organised and able to quickly adapt to change.
- Strong administrative skills and attention to detail.
- Strong systems orientation and ability to work with multiple digital technologies.
- Solid comprehension of mobile and web technology and an understanding of automated and integrated student application and admissions processes.

Experience and Qualifications:

- Minimum undergraduate degree in Sales & Marketing.required.
- Significant digital marketing skills and experience.
- Minimum three years experience, preferable in student recruitment and admissions.
- Driver's licence.
- Preferable previous experience in the same or similar position.

Attitude and Fit:

- Embrace & align with TSIBA values including, Purpose-lived, Entrepreneurial, Culture and Leadership
- Committed to personal and professional development (Attitude, Passion, Skills)
- Service excellence orientation
- Works well in a team and individually
- High moral and ethical responsibility
- Willing to share and transfer knowledge
- Innovative and willing to try out new ideas
- Able to work with young people on different levels
- Demonstrates an understanding of students, their background and related issues
- Accurate and methodical
- Flexible and adaptable to changing situations and circumstances.