

West Africa Recruitment Support Officer – Job Description

Our partner, the Burgundy School of Business (BSB), founded in 1899, is a Grande École for international teaching and research, a member of the Conférence des Grandes Écoles and triple accredited by EQUIS, AACSB and AMBA in France. It currently has around 3,000 students in Dijon, Lyon and Paris.

BSB offers high-level management courses in both English and French. It also highlights its expertise in wine and spirits management with its School of Wine & Spirits Business, which is recognised worldwide and dedicated entirely to this sector.

West Africa is a strategically important student recruitment market for BSB, which is welcoming more students from the region than ever before. To meet this demand, BSB is working in partnership with AfaraED to meet its student recruitment targets and to increase and maintain the quality of applicants. Through AfaraED, BSB is seeking a West Africa Recruitment Support Officer to support and coordinate this recruitment activity. All contractual relationships will be with AfaraED will be governed by local law.

Responsibilities

Key Responsibilities include but are not limited to:

- Respond swiftly to all WhatsApp and email enquiries from prospective students and agents, maintaining excellent standards of customer service
- Proactive follow up of enquiries received at events and fairs
- Maintain information in regard to agents (current and prospective) and any agent changes that may occur
- Build the agent network in Nigeria, Kenya, Ghana and other allocated markets
- Maintain student data, including offers received, acceptances, payments, and deferrals
- Maintain up-to-date information on all relevant scholarship schemes in France
- Support campaigns (eg call campaigns) to maximise the conversion rate at each stage of the student lifecycle, with a particular focus on increasing the offer to acceptance rate
- Coordinate communications to partner High Schools and agents
- Provide statistical updates on applicants
- Monitor stocks of marketing materials and arranging freight for events
- Keep up to date with BSB admissions policies and French immigration legislation
- Attendance at fairs and events to promote BSB

Person Specification

- Bachelor degree in business management, commerce, marketing, project management or equivalent. Relevant postgraduate or professional qualification is desirable not mandatory
- At least 3 years of experience in account management/ social media marketing /administrative jobs/operations/ support functions
- Highly skilled in organising events, scheduling appointments, calendars and diaries
- The candidate needs to have good oral and written communication skills
- Should be well versed with IT skills in Microsoft office or Google suite
- Should demonstrate a working knowledge on social media marketing
- Should demonstrate analytical abilities and key focus on generating insights through data entry and collection
- The candidate needs to work independently, should possess high levels of attention to detail and be a team player
- The candidate needs to hold an international passport