EM STRASBOURG IS RECRUITING
A SCHOOL REPRESENTATIVE FOR INDIA

At EM Strasbourg, the only Grande Ecole de Management in France that is part of an internationally recognized university, we want to give individuals and organizations the means to reveal themselves, by allowing them to express their specific strengths and their personality. We regularly recruit new talents wishing to work alongside us to carry out our mission: to educate competent, responsible, and agile managers to become global citizens, ready to find their place in society and able to develop a performance-driven management style.

Join us and become an actor in the realization of our training mission, evolve in an international environment, learn to make a difference by being yourself!

At EM Strasbourg, a disabled-friendly school, the personalities, backgrounds and professions are varied: +120 administration employees, 100 teacher-researchers, 2 research laboratories, and 3,500 students.

YOUR RESPONSIBILITIES

Come strengthen EM Strasbourg’s International Student Recruitment Office and contribute to the School’s growth. As part of the development of EM Strasbourg’s international strategy, the Office is looking for a representative based in India who will be responsible for developing the recruitment of international students from the India zone (India, Sri Lanka) and contribute to the implementation and execution of specific action plans for that zone.

CONTEXT

As part of the implementation of a first representation of EM Strasbourg in India, the first missions will be: contribute to the definition, implementation and execution of specific action plans for the zone.

PROSPECTING

- Contribute to the retention of potential students in the zone by transforming prospects (respond to requests for information by email/telephone, email campaigns, etc.) into admitted students (verify diplomas, monitor the payment of entrance exam fees and deposits, and provide visa and predeparture support)

PROMOTION / BUSINESS RELATIONS

- Implement and monitor promotional activities (fairs)
- Build relationships with French-speaking bodies in the zone (Campus France, consulates, Instituts français) and establish exemptions from interviews
- Carry out awareness-raising activities with key influencers (principals, guidance counselors, etc.), students (open houses, conferences, etc.), and partners
- Propose partnership agreements with high schools, business schools, and universities
- Develop, consolidate, evaluate, and lead a network of agents
- Develop, consolidate, evaluate, and lead a network of alumni and train ambassadors

**COMMUNICATIONS**

Reporting to the International Student Recruitment Office, you will be in charge of producing content for an audience of international prospects as well as institutional prospects and animating the community on social networks:

- Contribute to designing communication media
- Set up communication/promotional operations with agents
- Showcase the School and its programs on social networks: Instagram, Facebook, etc.
- Provide information about our recruitment fairs and sessions

**ADMISSIONS**

- Administratively manage entrance exam registration
- Organize entrance exam sessions: (written tests) and interviews
- Organize travel for the EM Strasbourg team for recruitment/promotional sessions

**YOUR PROFILE**

Four to five years of postsecondary study in marketing/sales
Fluency in French (B1+ or B2), English, and at least one local language
Cultural connections and good knowledge of the recruitment zone
Position attached to the Strasbourg campus
Mobility (significant travel within India)

**DESIRED KNOWLEDGE & SKILLS (NON-EXHAUSTIVE LIST)**

- Proven experience working in a cross-functional and multicultural team on projects
- Knowledge of national and international university systems
- Mastery of office automation tools and databases
**DEGREE OF AUTONOMY**
- Freedom to propose improvements to the quality of service
- Large autonomy in executing assigned tasks and responsibilities

**ABILITIES & PERSONAL QUALITIES**
- Strong negotiation skills and training in B2B and B2C marketing
- Digital marketing techniques
- Adaptability
- Strong interpersonal skills and an appetite for challenges
- A keen interest in travel and discovering diverse cultures
- Initiative
- Rigor and solid listening and organizational skills

**TERMS AND CONDITIONS OF THE POSITION**
**Type of contract**: full time
**Salary**: to be negotiated based on profile and experience
**Schedule**: variable (including some weekends, especially for fairs)
**Job location**: possibility of a coworking office
(possible travel abroad and to different cities/regions in India as part of the role)
**Start date**: September 1, 2022

**HOW TO APPLY**

Please email your application by **July 15, 2022** (CV + cover letter) to alexandra.klack@em-strasbourg.eu with the reference “Application for India representative [LAST NAME/FIRST NAME]”

A few words about the University of Strasbourg, one of the most important universities in France:
- 35 education and research departments (UFR), faculties, schools and institutes
- +58000 students
- +5800 lecturers, lecturers researchers and administration staff
- 70 research units
- Nobel prizes and CNRS Gold Medals

**Networks and distinctions:**