



# Job Description and Person Specification

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| <b>The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.</b> |  |
| <b>Job Title:</b>  | Director of International Recruitment  |
| <b>Summary of the role:</b>  | <p>A key Senior Management role to ensure the School's aim of maintaining a truly international community by maximising its share of international boarding students.</p> <p>Working predominantly overseas as an ambassador for the School, the post holder will build and nurture relationships with international agents; new students and their parents; former students and their parents; and current parents</p>  |
| <b>Line managed by:</b>  | Headmaster and delegated members of the Senior Leadership Team   |
| <b>Line management responsibility for:</b>   | Boarding Registrar   |
| <b>Main duties and responsibilities:</b>   | <ul style="list-style-type: none"> <li>• Promote and safeguard the welfare of children and young persons for who you are responsible and with whom you come into contact.</li> <li>• Work with the Director of Marketing to develop, implement and evaluate a 5-year strategic international marketing plan</li> <li>• Work with the Director of Marketing and the Director of Finance to develop an annual international budget</li> <li>• Recruit international boarding students in line with the annual budget figures</li> <li>• Generate enquiries to the School whilst understanding the School's entry requirements for international boarders, and working closely with the Admissions Team</li> <li>• Develop close working relationships with agents and ensure the best quality students are recruited</li> <li>• Actively report feedback from stakeholders to the Headmaster and where appropriate, highlight suggestions for improvement</li> </ul> |



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- Act as Ambassador for communication between the School and international parents and vice versa
- Investigate and develop possible new markets
- Act as the Designated Authorising Officer for Tier 4 administration
- Utilise strategic commission payments to incentivise specific markets for areas of development or to develop agent loyalty
- Act as an ambassador for the School engaging in promotional events to develop and nurture relationships with agents, prospective students and parents
- Act as an ambassador for the School engaging in promotional events to develop and nurture relations with former students and parents
- Act as Ambassador for the School to develop and nurture close relationships with International Sidcot Schools
- Ensure the Boarding Registrar works closely with the Marketing Manager and Head of Boarding to keep abreast of the current and projected roll
- Undertake extensive international travel to all areas of the world in order to deliver the above, flying Economy on short haul flights and Premium Economy on long flights
- Develop relationships with teaching staff
- Lead the international admissions team and deliver on KPIs relating to student numbers and quality of service

**You may also be required to undertake such other comparable duties as the Headmaster or your line manager requires from time to time.**



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| The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. |  |   |   |
|   | Essential  | Desirable   | Method of assessment  |
|   | These are qualities without which the Applicant could not be appointed   | These are extra qualities which can be used to choose between applicants who meet all of the essential criteria   |   |
| <b>Qualifications</b>   | <p><i>The professional, technical or academic qualifications that the Applicant <b>must have</b> to undertake the role or the training that they <b>must have</b> received</i></p> <ul style="list-style-type: none"> <li>Evidence of success in increasing international boarding recruitment</li> </ul>                                      | <p><i>The professional, technical or academic qualifications that the Applicant <b>would ideally have</b> to undertake the role or the training that <b>they should ideally have</b> received</i></p> <ul style="list-style-type: none"> <li>Recognised marketing qualification</li> </ul>  | <ul style="list-style-type: none"> <li>Production of the Applicant's certificates</li> <li>Discussion at interview</li> <li>Independent verification of qualifications</li> </ul> |
| <b>Experience</b>   | <p><i>The categories of work or organisations, types of achievements and activities that would be likely <b>to predict</b> success in the role</i></p> <ul style="list-style-type: none"> <li>5 years of strategic international recruitment experience</li> <li>Experience in building effective working relations across cultures</li> </ul> | <p><i>The categories of work or organisations, types of achievements and activities that would be likely <b>to contribute to</b> success in the role</i></p> <ul style="list-style-type: none"> <li>10 years of strategic international recruitment experience</li> <li>10 years' experience working with/in an international school environment at a senior level</li> </ul> | <ul style="list-style-type: none"> <li>Contents of the application form</li> <li>Interview</li> <li>Professional references</li> </ul>  |



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|               | <ul style="list-style-type: none"> <li>• Experience in developing strategic marketing plans in international markets</li> <li>• 5 years' experience working with/in an international school environment at a senior level</li> <li>• Experience in hosting international networking/reunion events</li> </ul>  |  |  |
| <b>Skills</b> | <p><i>The skills <b>required</b> by the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> <li>• Numerate and financially literate</li> <li>• Adept networker across cultural boundaries</li> <li>• Ability to promote the School on the international stage</li> <li>• Clear communicator with excellent written and verbal skills</li> <li>• Ability to organise and host events</li> </ul> | <p><i>The skills that would <b>enable</b> the Applicant to perform effectively in the role</i></p> | <ul style="list-style-type: none"> <li>• Contents of the application form</li> <li>• Interview</li> <li>• Professional references</li> </ul> |



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| <p><b>Knowledge</b></p> | <p><i>The knowledge <b>required</b> by the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> <li>• Understand the international recruitment market</li> <li>• Understand the recruitment mechanism in different cultures</li> <li>• Understand the importance of working within a brand</li> </ul> | <p><i>The knowledge that would <b>enable</b> the Applicant to perform effectively in the role</i></p> | <ul style="list-style-type: none"> <li>• Contents of the application form</li> <li>• Interview</li> <li>• Professional references</li> </ul> |
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