



JOB DESCRIPTION | CLAREMONT SCHOOL

Job Title: Head of International Student Recruitment

Reporting to: School Principal

ABOUT CLAREMONT SCHOOL

Claremont School is an independent, co-educational day and boarding school for 700 students from 1 to 18 years old. The School operates over two sites. Claremont Preparatory School was founded in 1925 and is situated on the outskirts of St Leonards-on-Sea; this site includes the Nursery, Pre-Prep and Prep and occupies a 130 acre estate, with extensive playing fields and woodland. Students here range from 1 to 13 years old. Claremont Senior School was founded in 2011 and is situated eight miles to the north of the Prep School in the village of Bodiam. This is a 12 acre site for students from 13 to 18 years old. Claremont also has two boarding houses; one in Battle and the other in St Leonards on Sea. Between the two houses there is capacity for 108 boarders. Claremont School is part of the International Schools Partnership, which currently owns 40 schools around the world. Claremont School has been graded as 'Outstanding' in every category, in all three of its last Ofsted inspections.

THE POST

Key Purpose of the Job	To be responsible for the recruitment of international students and ensuring that targets are met in relation to boarding numbers at the School.
Date:	June 2020

Key Accountabilities

- In consultation with the Principal and working with the Director of Boarding, the Head of Admissions and Head of Marketing, devise and embed an effective UK and international student recruitment strategy and action plan, including the identification of new markets and the brokering and developing of new agent relationships.

- Contribute to the annual Business Planning process by working closely with the Principal and Heads of Admissions and Marketing to develop a coherent annual strategy for international recruitment and will lead on the successful implementation of this.
- Be aware of market conditions, recruitment trends, emerging markets etc; keep relevant school staff updated and feed these into strategy and activities.
- Work closely with Admissions and Marketing to ensure relevance of messages to various international markets. Advise on the marketing collateral, translated materials, social media message etc.
- Establish and grow relationships with educational agents globally, ensuring that references are taken and current agreements are in place.
- Undertake market and competitor research and analysis and will use this to inform and improve on the strategy and approach at Claremont.
- Forge strong links with other ISP schools and colleagues, learning from their approach and adapting for the benefit of Claremont.
- Arrange trips to maximise the return on investment. So wherever possible, combine an organised event with visits to agent offices, meeting interested families etc.
- Produce a brief report for each activity and ensure robust follow-up with agents and families
- Embed a culture of customer service excellence into the International recruitment process and will maintain and improve its efficiency and effectiveness of admissions procedures by taking into account key and prospective markets and the changing strategies of competitor schools.
- Be bold in suggesting ways in which the 'customer journey' can be improved (visitor etiquette, welcome, follow up etc.)
- Maintain a good level of knowledge of the international student offer at all times
- Work collaboratively with the Director of Boarding to ensure the pathway from enrolment to the placement of students in boarding is seamless and positive for all parties.
- Work very closely with Admissions to provide real time forecasting numbers for registered and prospective boarders.
- Deal with all incoming enquiries via agents/calls/direct email/parent referral/social media etc.
- Ensure that all enquiries are dealt with swiftly and maintained in the School's central management system (Hubspot).
- Gather information about the applicants and be alert to any possible issues (behavioural/learning support/trafficking)
- Ensure clear and timely communication of the conditions of entry: fees/deposits/interviews/assessment/English level requirement etc.
- Liaise closely with the Assistant Head (International) during the application process and defer all decisions about acceptance. Help arrange times for interviews at the school and via Skype
- Act as the Tier 4 Authorising Officer to ensure compliance for Tier 4 sponsorship and ensure that all UK Visa requirements are in place.
- Early in the process, obtain the documents required for Tier 4 students and now EU students too (our Tier 4 / CAS process is run by an external law firm at the school's cost,

so they will double-check the documents and financials to ensure compliance before producing the CAS)

- Keep abreast of changes to Tier 4 regulations.

Person specification

- A minimum of 5 years experience in similar or equivalent role in the UK independent sector
- Experience and proven track record of recruiting and managing relationships with international educational agents
- Excellent organizational skills and management of CRM system
- Experience of devising, implementing and managing standards of customer excellence
- Excellent written and verbal communication skills
- Skilled and effective relationship builder and networker
- Successful inception and management of international student recruitment strategies

This is a key ambassadorial role with scope to further enhance the School's excellent reputation locally and internationally; it is a fantastic opportunity for an individual with strong sales, communications and networking skills, to enhance an already established book of influential industry contacts.

Claremont School complies fully with the DCSF Guidance 'Safeguarding Children and Safer Recruitment in Education' and is committed to safeguarding and promoting the welfare of children and young people. The jobholder is expected to share this commitment and comply fully with all associated internal policies and procedures. In addition, the job holder will be expected to pursue professional development opportunities relating to safeguarding and keep up to date with national developments in the area.

TO APPLY: Candidates should complete the application form on the school website and send it to:
The Principal's Assistant - Gillian Wilson
Claremont Senior School
Bodiam
East Sussex
TN32 5UJ

Email: gillian.wilson@claremontschool.co.uk
Telephone 01580 830396