

Head of International Student Recruitment

Job Description

Line Manager: Head of Admissions

Main Purpose

This is a key ambassadorial role with scope to further enhance the School's already excellent reputation nationally and internationally. The successful candidate will report to the Head of Admissions and work closely with the Principal, Headteachers (Prep and Senior) and the Director of Boarding. They will also work alongside the Head of Marketing, to further develop a coherent international marketing strategy and will represent the School at recruitment fairs and events, both domestically and internationally, offering the highest levels of customer service at all times.

Specific Duties and Responsibilities

- In consultation with the Head of Admissions and working closely with the Director of Boarding and Head of Marketing, devise and embed an effective 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 Plan by working closely with the Head of Admissions, Heads of School (Prep and Senior) and Head of Marketing to develop a coherent annual strategy for international recruitment and 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 the Head of Marketing to ensure relevance of messages to various international markets. Advise on the marketing collateral, translated materials, social media messages etc.
- Establish and grow relationships with educational agents globally, ensuring that references are taken and current agreements are in place
- Responsible for the recruitment of students for the annual residential ISP Summer School, to include working with agents and ISP schools
- 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 student recruitment process and maintain and improve the efficiency and effectiveness of

admissions procedures by taking into account key and prospective markets and the changing strategies in the market.

- Be bold in suggesting ways in which the 'customer journey' for prospective boarding families 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 the Head of Admissions to provide real time forecasting numbers for registered and prospective students for boarding and the Summer School programme.
- Ensure that all international admissions 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 Director of Boarding 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.

Person Specification

- A minimum of five 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 organisational 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.