



Job Title:	International Registrar
Type of Position:	Full Time, permanent
Salary	£30-35,000 depending on experience plus good pension scheme
Contracted hours:	37 hours and will include some weekends, evenings and overseas travel
Holiday	33 days including bank and public holidays
Commences	September 2017 (depending on notice period)
Reporting to:	Director of Communications

---

### Objectives

- As part of a busy Marketing, Admissions and Development team, to be responsible for international admissions with the aim of increasing and sustaining international pupil recruitment.
- Specifically to increase and sustain the number of international pupils in the School to a maximum of 20% of the RHS Community:
  - focusing on entry at Year 7, 9 and 12 and long term boarders
  - considering minimum English language requirements in order to access the curriculum with the appropriate level of support as outlined in the Schools EAL Policy
  - ensuring diversity i.e. no more than 5% of the total community made up of any one language/nationality.
  - with specific year group, gender and nationality targets as set by the Director of Communications
- To work closely with the Registrar to ensure that pupil recruitment meets key performance indicators in terms of conversion targets, pupil mix, maximising fee income, sustaining diversity of the pupil population and effective capacity management of boarding spaces.
- To be a prominent public representative in the overseas market promoting the values, attributes and aims of the Royal Hospital School.
- To advise the School community on best practices regarding support, care and expectations of international pupils.

### Responsibilities

1. Develop and implement a targeted **International Admissions Recruitment Strategy** that will generate a sustained level of good quality enquiries from overseas.

2. Work with the International Admissions Officer, and in consultation with the Registrar, to establish best-practice **international admissions processes** that will maximise the conversion of enquiries to acceptances and in line with the School's Admissions Policy and Procedures.
3. Work with the International Admissions Officer, EAL Department and Deputy Head (Academic) to establish the best tools and processes for **selection of international pupils** including remote selection (on-line testing, use of establish agents tests and skype interviewing) and in line with the School's Admissions Policy and Procedures.
4. Work with the International Admissions Officer to identify and build relationships with suitable **education agents** ensuring a good spread of nationalities and year groups. Draw up agreements, agree tactical marketing initiatives and establish an effective **agent management programme**.
5. **Extensive overseas travel** involving visiting agents, exhibitions, recruitment fairs and meeting current and potential families.
6. Advise the Headmaster and Board of Governors on **market intelligence, partnership opportunities** and **emerging markets** for strategic planning purposes.
7. Manage the allocation of CAS statements for pupils requiring Tier 4 visas and together with the Data Manager ensure that the School complies with the requirements for **Highly Trusted Status sponsorship**.
8. Work with the **British Boarding Schools Network** to create a marketing platform with overseas agents.
9. Work with the Marketing Manager to create **marketing collateral** appropriate for specific international markets and to assist education agents in their promotion of the Royal Hospital School.
10. Use the **ISAMS** management information system to provide management information on international pupil recruitment.
11. Gather information about overseas pupils' achievements and success to **feedback** to agents and use for marketing purposes.
12. Consider further **product development** that will enhance the School's proposition in particular markets overseas.
13. Produce regular **management reports** on international admissions, international market intelligence and key performance indicators.
14. Prepare resources and present recommendations to assist pastoral and academic staff with the **support, care and expectations of international pupils**.
15. Continue to show an interest in the **progress, well-being and achievements of international pupils** during their time at the School and feedback to agents and parents.
16. Line manage the International Admissions Officer.
17. Any other duties appropriate to the role as directed by the Director of Communications.

## **Person specification**

### **Essential**

- Educated to degree level or equivalent relevant qualifications or experience.
- Experience of working in pupil recruitment role within an educational establishment
- Experience of working with education agents.
- Experience of dealing with students requiring Tier 4 visas.
- Excellent written and verbal communications skills.
- An eye for detail and good proof-reading skills.
- Results-driven and can-do attitude.
- Strong interpersonal skills with the ability to form relationships with teaching and support staff, prospective parents and other stakeholders.
- A willingness to undertake extensive travel.

### **Desirable**

- Experience of working in a pupil recruitment role within a UK boarding school.