

International Recruitment Manager

*We are looking for a digital savvy
international student recruitment and
marketing specialist to join the team
at one of the UK's most distinctive day
and boarding schools.*



ROCHESTER
INDEPENDENT COLLEGE

*Academic rigour
with a creative
buzz*



About us

RIC is Kent's fresh alternative to traditional independent education from Year 7 to Sixth Form. All teaching takes place in small, informal groups of mixed ability students. There's no uniform and everyone is on first name terms. We focus on the highest levels of academic achievement while retaining a creative buzz.

There are currently 345 students with 110 boarders and over 100 employees. 75% of students are British, 25% international. Students range from children aged 11 starting their secondary education to Thai government scholars on intensive one-year courses. Students from 30 different countries study alongside local sixth formers. We have a particular specialism in intensive short courses and resits. The Good Schools Guide said: "It's hard to imagine better provision for the artistically inclined. It's a place for individuals. The students are a strikingly nice bunch and there's a lovely air of tolerance and warmth." The College values academic and creative routes to higher education equally. There were nine successful medical school placements in 2020 while art school destinations ranged from Fashion Design Menswear at UAL's Central St Martin's to Fine Art at UCL's The Slade. The College is in the top 2% of schools in England for value added progress at A level.

We're part of the [Dukes Education](#) family.



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Enthusiasm for the future

RIC Aims

RIC aims to give students an enjoyable and successful experience of school in a diverse, creative and international environment with small classes and high quality teaching and pastoral care. The focus is on examination success and preparation for university in a flexible, supportive and informal atmosphere. We encourage students to voice their opinions, to think critically, creatively and independently. We value academic and creative achievements equally. Our only entrance qualifications are an honest determination to work hard and behave well. We aim for students to

leave us not only with good examination results but also with enthusiasm for the future and new confidence about themselves and their education. The college ethos is designed to foster respect, challenge prejudice and develop an imaginative and informed attitude. The college aims to play a role in the local community with a particular emphasis on the arts and the environment and to support the growth, welfare and professional development of its staff.

Overview of Role

This is a new position and we are looking for a creative and charismatic individual to lead on international recruitment for the College. You'll craft imaginatively and articulate fluently the tone and image of RIC in person and online. You'll be able to command the confidence of potential students and their parents and excite them about the prospect of choosing RIC.

Our approach to presenting the College is designed to reflect our established ethos and market positioning, eschewing the conventional iconography and traditional feel of UK independent education. We're looking for someone who is genuinely interested in international education, experienced in recruiting successfully and really understands the potential of the digital world for storytelling and brand identity.

This is an exciting time to join RIC as we are entering a period of ambitious growth and development with a new student residential village due to open in September 2022, new summer school programmes and a new school of visual and creative arts opening on campus in September 2023.

Key working relationships

RIC Senior staff

RIC Admissions team

Dukes Education International Sales Team

RIC Boarding Team



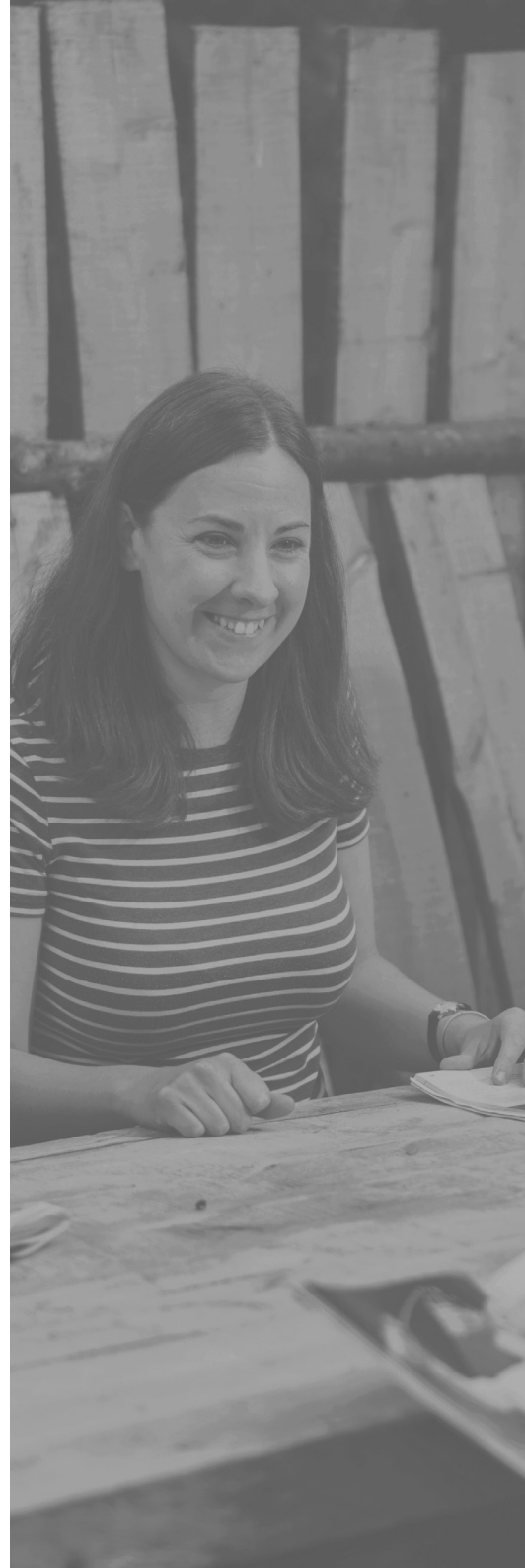
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Key Responsibilities & Capabilities

The role will include both marketing and admissions functions. The job description will be finalised according to the experience and expertise of the successful candidate but your main purpose will be to ensure the effective promotion of RIC internationally and to drive student recruitment. You'll be experienced in handling international sales and admissions and comfortable with a consultative approach to sales. You'll be happy to travel internationally, representing RIC at school fairs and agent conferences but also keen to get involved in all aspects of the College, including helping with domestic student recruitment activities when required.

You will be promoting all of our academic courses as well as Summer and Easter programmes. You will be undertaking marketing activities and liaising with agents worldwide, building up warm and productive relationships with partners both existing and new. A confident copywriter you'll be involved in producing our newsletters and marketing materials. You'll have a genuine passion for digital marketing, managing our social media channels and break out blogs, helping to consolidate our brand identity in a way that resonates with our different audiences. You'll work on establishing an alumni programme and be a confident event manager, able to lead effectively on the coordination, planning and execution of online and on campus activities.

If this sounds like the right kind of fit we would love to hear from you.



Person Specification

Essential:

- Educated to degree level or beyond
- A minimum of two years' experience in a similar commercial student recruitment and marketing role, ideally within the independent sixth form college or HE sectors.
- Digital marketing experience
- Ability to travel, work independently and develop relationships
- Applicants must be able to provide proof of eligibility to work in the UK

Desirable:

- Knowledge of other languages
- Marketing qualification
- Digital Media qualification
- Experience of using a social media scheduling and management tool such as Hootsuite
- Knowledge of international social media channels
- Experience of using Salesforce
- Experience in website management and SEO
- Managing adwords and other PPC systems for local, UK and international campaigns
- Creative and design skills, (InDesign, Photoshop and Video editing expertise preferred). Experience of using Wordpress/other CMS and Google Analytics



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Working at RIC

RIC is a great place to work and we occupy a unique site of lovely listed buildings linked by award winning wildlife gardens. We're 37 minutes from London St Pancras by high speed train. It's an unstuffy, lively environment, closer in feel to a university campus than a traditional private school. Many of our employees have been former students of the College. All staff have private medical care after one year of service and income protection insurance after two. We invest in our staff and offer a range of professional development opportunities including the Dukes Education Leadership In Education Programmes. Plus there's a complimentary school lunch.

Take our virtual tour [here](#).

We will be offering a competitive package to attract candidates in similar roles looking for a new challenge. Accommodation may be available.

Working hours for this role will generally 8.30-5.30 Monday to Friday, all year round. Given the nature of this position you will though be expected to work flexibly which will include some weekend and evening work to support college events and some international travel when required. Holiday entitlement is 6 weeks, including bank holidays and the Christmas shutdown.

Contact: Jackie Clark, Visual Arts and Marketing Director, on jackie.clark@rochester-college.org.uk or email a completed application form to recruitment@rochester-college.org.uk.

We are not able to accept CVs but a sparky covering letter is always welcome. Please also let us know your availability, we're looking to appoint as soon as possible.





Safer Recruitment

RIC is committed to safeguarding and promoting the welfare of children and applicants will undergo appropriate safeguarding screening, including checks with past employers and the Disclosure and Barring Service.

Being You @ RIC

Our students come from a diverse range of backgrounds and cultures and so do we. We want our staff to find a home at RIC and aim to give them the freedom to be themselves at work. We want our community to be an inclusive one where there are meaningful levels of representation across all parts of the College. A commitment to inclusivity is at the heart of RIC's Project 2025 development planning. All qualified applicants will receive consideration for employment at RIC.



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