



WESTONBIRT  
SCHOOL

# HEAD OF INTERNATIONAL RECRUITMENT

- CANDIDATE PACK -



## THE OPPORTUNITY

This is a strategic and ambassadorial role focused on sustaining and growing a diverse international boarding community. Liaising with the Director of Marketing and Admissions, and the wider team to deliver a robust global recruitment strategy, strengthening agent relationships, and optimising recruitment for Westonbirt's international boarding, Summer School and Immersion programmes.

This role maintains a commercial focus, exploring opportunities that will ensure short-term boarding experiences serve as strategic pipelines into full-time boarding enrolment.

Reporting to the DoMA and working closely with the Head of Senior Admissions, Commercial Team and International Marketing Manager, this role plays a critical part in shaping the school's international profile.

**Reports to:** Director of Admissions & Marketing (DOMA)

## RESPONSIBILITIES

### Strategic Leadership & Planning

- Liaise with the DoMA & wider team to design and implement a comprehensive international recruitment strategy aligned with the school's strategic and commercial goals to support growth ambitions across boarding, summer school and immersion programmes.
- Raise the profile of the Westonbirt brand in new and priority markets based on data-driven insights and long-term strategic goals.
- Lead on the development of agent networks, partnerships, and market positioning to ensure sustainable international enrolment.
- Regularly review & report on recruitment pipelines, international entry criteria, and conversion practices to optimise student quality and retention; and to support strategic decision-making and resource planning.

- Explore opportunity to build strategic partnerships with scholarship bodies, international schools, organisations, and agents to drive long-term recruitment pipelines.

### Agent Relationship Management

- Develop and manage a high-performing global agent network, including onboarding, training, and performance monitoring.
- Maintain strong relationships with agents to ensure effective promotion, consistent communication, and strong conversion from applications to enrolment.
- Implement a structured agent engagement strategy including incentives, regular updates, and market-specific resources.
- Maximising the benefits of CRM tools such as Hubspot and iSams to maintain ongoing engagement with agents, and prospective students throughout the recruitment cycle.

### International Recruitment Fairs & Representation

- Attend and lead representation at key global recruitment fairs, exhibitions, and in-country events to raise the school's profile and connect with prospective families.
- Plan and execute international recruitment trips, incorporating agent visits, family meetings, and alumni outreach where possible.
- Expand and manage virtual recruitment tools such as webinars, virtual open days, and online interviews to reach families worldwide.
- Collaborate with the marketing and admissions team to develop high-quality digital content tailored to regional and cultural contexts.
- Produce reports, follow-up plans and insights for all international activities to evaluate ROI and inform future strategies, recruitment activities, pricing strategies, and competitor positioning.



### Summer School & Immersion Programme

- Support the delivery of a robust recruitment strategy to achieve recruitment goals.
- Position the school's summer school and immersion programmes as a key recruitment tool and conversion pathway to full-time boarding enrolment; ensuring recruitment activities are aligned with the overall admissions strategy and long-term goals.
- Developing and overseeing onboarding and retention processes for agents
- Collaborating with the International Marketing Manager to deliver compelling branding, messaging and collateral to support a market leading Summer School Programme.

### Stakeholder Engagement

- Foster close working relationships with internal stakeholders across admissions, marketing, boarding, academic, commercial and the Wishford Group.
- Act as a key external ambassador for the school, communicating the school's ethos, values, and strengths to international audiences.
- Drive collaboration across departments to ensure a seamless and welcoming experience for all international families.

### Key Competencies

- Strategic Commercial Planning – Proven ability to design and implement international recruitment strategies aligned with institutional goals.
- Global Market Knowledge – In-depth understanding of international education markets, trends, and competitor landscapes.
- CRM Proficiency – Skilled in Hubspot for lead management, agent tracking, and data-driven campaigns as well as iSAMS, and related admissions tools.
- Agent Relationship Management – Strong capability in developing, supporting, and evaluating global agent networks.
- Digital & Virtual Recruitment – Proficiency in delivering virtual events, webinars, and online engagement for remote prospects.
- Confident communicator: able to build relationships with a variety of internal stakeholders, external agents and act as international representative at recruitment fairs, school visits, and global exhibitions.
- Data Analysis & Forecasting – Competence in using data to inform decisions, improve conversion, and forecast enrolment trends.
- Communication & Interpersonal Skills – Exceptional verbal and written communication, with cultural sensitivity and diplomacy.



## HOURS, SALARY & BENEFITS

**Hours:** Working hours to be agreed, but typically 8:30 - 4:30pm Monday to Friday, with a 30 minute lunch break. Some flexibility is required to be available for occasional evenings and weekends for international and regional events, open mornings, etc. This is a year-round, hybrid role.

**Salary:** Up to £60,000 DOE, with commission

### Benefits:

- 5% employer pension
- Cycle to work scheme and shopping discounts
- Means tested staff discount
- Free lunch included
- Paid holidays (pro rota) + bank holidays
- Access to the group's counselling scheme
- Access to fully funded apprenticeships, up to L7
- Discretionary Christmas stand down
- On site parking

## APPLICATION PROCESS

To pursue an application, please complete the school's application form which can be found on the [vacancies page](#) of the school's website and submit by email to: [michelle.andrews@westonbirtschool.uk](mailto:michelle.andrews@westonbirtschool.uk)

Applications can also be made on the Westonbirt School [TES page](#).

The closing date for applications is **noon on Friday 30 May 2025**.

If you have any queries or would like further information, please do not hesitate to contact **Michelle Andrews, HR Officer, on 01666 881361**.

Westonbirt Schools and Wishford Education are committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers, reference and medical checks and the Disclosure and Barring Service.



## WESTONBIRT SCHOOL

Westonbirt is a co-educational day and boarding school for pupils aged 2 to 18, located in a stunning rural setting in the heart of the Cotswolds. Set in a Grade 1 listed manor house in 210 acres of beautiful landscaped grounds, the school enjoys a reputation for high academic standards within a caring, happy environment. The school benefits from excellent sports facilities which include a Sports Centre, Astro turf pitch, 25m Swimming Pool and 9-hole Golf Course.

Pupils at Westonbirt benefit from a full and challenging curriculum with expert teaching and wide-ranging extra-curricular activities consistent with the school's philosophy: Inspiring young minds. They build skills, knowledge and a love of learning that will serve them throughout their education. The setting itself plays an enormous role in the school experience, where students build confidence and can take risks in a safe environment.

The school comprises Westonbirt Prep (ages 2-11) and Westonbirt School (ages 11-18).

For more information about Westonbirt, please visit: [www.westonbirt.org](http://www.westonbirt.org)

## WISHFORD EDUCATION

In May 2018, Westonbirt Schools joined the Wishford Education group. Founded in 2011, the group currently comprises nine independent schools in Wiltshire, Gloucestershire, Berkshire and Kent. The group aims to provide an excellent education to all pupils, giving every child the opportunity to shine. Standards and expectations are high, and staff and pupils are challenged and supported to give their best.

Schools work closely with the group's senior leaders to define the school's strategy and then enjoy the autonomy to run their schools, while benefiting from the support that membership of the group brings. In addition to strategic input and the sharing of best practice, the group provides expertise in property, legal, HR, finance, compliance and marketing matters leaving heads with time to focus on the children within their care.

For more information on the Wishford Education group, please visit:

[www.wishford.co.uk](http://www.wishford.co.uk)

