Job Description and Person Specification

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.	
Job Title:	Director of International Recruitment
Summary of the role:	A key Senior Management role to ensure the School's aim of maintaining a truly international community by maximising its share of international boarding students. Working predominantly overseas as an ambassador for the School, the post holder will build and nurture relationships with international agents; new students and their parents; former students and their parents; and current parents
Line managed by:	Headmaster and delegated members of the Senior Leadership Team
Line management responsibility for:	Boarding Registrar
Main duties and responsibilities:	• Promote and safeguard the welfare of children and young persons for who you are responsible and with whom you come into contact. • Work with the Director of Marketing to develop, implement and evaluate a 5-year strategic international marketing plan • Work with the Director of Marketing and the Director of Finance to develop an annual international budget • Recruit international boarding students in line with the annual budget figures • Generate enquiries to the School whilst understanding the School's entry requirements for international boarders, and working closely with the Admissions Team • Develop close working relationships with agents and ensure the best quality students are recruited • Actively report feedback from stakeholders to the Headmaster and where appropriate, highlight suggestions for improvement

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	• Act as Ambassador for communication between the School and international parents and vice versa • Investigate and develop possible new markets • Act as the Designated Authorising Officer for Tier 4 administration • Utilise strategic commission payments to incentivise specific markets for areas of development or to develop agent loyalty • Act as an ambassador for the School engaging in promotional events to develop and nurture relationships with agents, prospective students and parents • Act as an ambassador for the School engaging in promotional events to develop and nurture relations with former students and parents • Act as Ambassador for the School to develop and nurture close relationships with International Sidcot Schools • Ensure the Boarding Registrar works closely with the Marketing Manager and Head of Boarding to keep abreast of the current and projected roll • Undertake extensive international travel to all areas of the world in order to deliver the above, flying Economy on short haul flights and Premium Economy on long flights • Develop relationships with teaching staff • Lead the international admissions team and deliver on KPIs relating to student numbers and quality of service

You may also be required to undertake such other comparable duties as the Headmaster or your line manager requires from time to time.

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Person Specification			
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	Essential	**Desirable**	**Method of assessment**
	These are qualities without which the Applicant could not be appointed	These are extra qualities which can be used to choose between applicants who meet all of the essential criteria	
Qualifications	*The professional, technical or academic qualifications that the Applicant **must have** to undertake the role or the training that they **must have** received* • Evidence of success in increasing international boarding recruitment	*The professional, technical or academic qualifications that the Applicant **would ideally have** to undertake the role or the training that **they should ideally have** received* • Recognised marketing qualification	• Production of the Applicant's certificates • Discussion at interview • Independent verification of qualifications
Experience	*The categories of work or organisations, types of achievements and activities that would be likely **to predict** success in the role* • 5 years of strategic international recruitment experience • Experience in building effective working relations across cultures	*The categories of work or organisations, types of achievements and activities that would be likely to **contribute to** success in the role* • 10 years of strategic international recruitment experience • 10 years' experience working with/in an international school environment at a senior level	• Contents of the application form • Interview • Professional references

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	• Experience in developing strategic marketing plans in international markets • 5 years' experience working with/in an international school environment at a senior level • Experience in hosting international networking/reunion events		
Skills	*The skills **required** by the Applicant to perform effectively in the role* • Numerate and financially literate • Adept networker across cultural boundaries • Ability to promote the School on the international stage • Clear communicator with excellent written and verbal skills • Ability to organise and host events	*The skills that would **enable** the Applicant to perform effectively in the role*	• Contents of the application form • Interview • Professional references

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Knowledge	*The knowledge **required** by the Applicant to perform effectively in the role* • Understand the international recruitment market • Understand the recruitment mechanism in different cultures • Understand the importance of working within a brand	*The knowledge that would **enable** the Applicant to perform effectively in the role*	• Contents of the application form • Interview • Professional references