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International Registrar -

Asia and Australasia

*Appointment Brief*

ROSSALL SCHOOL

**EXPANDING HORIZONS**

**Our impressive campus of 160 acres, on the picturesque Lancashire coast in England’s North West region, reflects the heritage of the school, with stunning period architecture featured at every turn. However, within our historic Grade II listed facades is a thriving school offering a world class education; Rossall is a school with a commitment to academic excellence backed by excellent facilities. It is a school where dedicated, professional staff, deliver a broad curriculum, provide the very best pastoral care and support and deliver an exciting and extensive extra-curricular programme to all our students, whether boarding or day, at all levels of the School.**

**We recognise that parents expect the best for their children; therefore we continue to invest significantly in our expansive campus to provide a modern, comfortable location where boys and girls from 2-18 years-old will find a safe, yet stimulating environment with all they need to get the most from their stay with us, in school as well as during leisure and social time. In the past five years, for example, all our boarding houses have undergone major refurbishment, we have built a new multi-use games area and created a fabulous new cookery room.**

**Popular with overseas and British pupils alike, our school has a unique identity and a strong sense of community spirit. Here, boarders from around 40 countries mix with British pupils to create a campus where children develop a truly international perspective and forge lifelong friendships with others from around the world.**

**We strive to develop in our pupils a lifelong love of learning, a sense of responsibility and personal integrity. Ours is a community based on trust, mutual respect and compassion, and we expect every member of our school to uphold these values, on and off the campus.**

**Rossall is an inspiring place to live, learn and work; we are fortunate to attract fantastic students and staff to join us on our beautiful campus by the sea! .**

International Registrar: Asia and Australasia

**JOB DESCRIPTION**

**Reporting and Job Purpose**

Reporting to the Director of Marketing, Admissions and Communications the job purpose will be to support the recruitment of International pupils into Rossall School from East Asia who will benefit from the outstanding opportunities that a Rossall education provides.

To foster and develop excellent relationships with prospective parents, agents, overseas schools and relevant staff through the delivery and articulation of the School’s vision, values and ethos.

To work with the International Registrar: Americas, Africa and Europe to support the sales function.

**Overview**

The role of International Registrar: Asia and Australasia is a very important student recruitment position within Rossall School. The Head is ultimately responsible for ensuring a full and prospering school. The key function of the International Registrar: Asia and Australasia is to support this goal throughout Asia and Australasia. You will deliver the Admissions process from initial enquiry through to agreed start date.

As such the incumbent will be expected to have a thorough and hands-on knowledge of the day-to-day working and issues of the School.

The role will encompass external representation of the School and as such s/he will be a persuasive Ambassador for the School. The role will require extensive travel abroad for between 90-100 days per year.

The International Registrar: Asia and Australasia will work closely with the International Registrar (Africa, Americas and Europe) along with Marketing Manager, Senior Digital Marketing Executive who all form part of the Marketing and Admissions team at Rossall School.

**Specific Responsibilities**

**Supporting the International Admissions Process in East Asia**

* Following agreed procedures to ensure the professional and timely response to external enquiries with specific responsibility for Asia and Australasia.
* Creating a dynamic and individual response to the needs of the enquirer, answering any new parent queries via email and phone and send/email relevant literature to prospective parents, agencies and schools
* Continue to build upon the good relationships with existing agents and make partnerships with new agents where relevant
* Follow up of enquiries, agents and skype interviews via email and telephone in a timely manner and send offer paperwork to parents and new starter paperwork
* “Selling” the ethos of Rossall in a low-key and informed manner
* Develop, plan and organise six two to three week trips to various key locations in Asia and Australasia during September to April
* Continue to gain and report on market knowledge in Asia and Australasia
* Skype potential candidates or arrange for key members of staff to Skype with pupils and ensure timely offers are sent
* Report into the Director with updates on enquiries, meetings, interviews, Skypes, and offers as well as updating the team on required literature and marketing materials
* Complete CAS forms for TTP Law to process CAS information
* Support the Director of Admissions, Marketing and Communication to build relationships with new overseas agencies.
* Manage digital marketing platforms in conjunction with the Digital Marketing Executive and other digital marketing platforms and communications

**Events and Visits**

* As and when required, organise prospective parent visits and paperwork, including liaising with relevant staff and pupil guides whether to Rossall or meeting families in country and ensure tours are relevant and tailored to the need of the individual.
* Attend promotional exhibitions and events Internationally (e.g. education fairs, agents workshops etc) and to a lesser extent in the UK including within Rossall to establish and build relationships with prospective parents, current parents and alumni as part of the trips schedule and annual event cycle.

**Data basing and finance liaison**

* Log and manage enquiries via the database and keep up to date with administration during time in UK
* Keep accurate and detailed recording of all necessary admissions data
* Work with the Director and International Registrar to work within agreed time-frames to ensure that decisions on prospective pupils are delivered swiftly.

**Marketing Support and Team working**

* Support the Marketing team with research and information to maintain good communication links and awareness with agents and overseas schools in Asia and Australasia
* Work with the Marketing Team and Events Executive with requirements for exhibitions, fairs and school events in Asia and Australasia
* Seek and develop possible recruitment opportunities from international business organisations in Asia and Australasia
* Work with the Director of Admissions, Marketing and Communications to identify untapped recruitment areas and opportunities for international pupils in Asia and Australasia

**General Duties**

* Other ad-hoc duties to support the Administration Function.
* Keep up to date with curriculum content, examinations and extra-curricular activities across the School, including the PYP, IGCSE’s and IB.
* To undertake additional duties as requested by the Head of the School and Director of Admissions, Marketing and Communication.

**Customer Service**

* Manage excellent Customer Service within Rossall for both prospective and current parents,

and visitors to ensure excellent first impressions and enhance reputation and word of mouth

* Maintain continuous dialogue and feedback as regards customer service with all relevant stakeholders
* Ensure timely responses to all customers emails according to the 24 hour service level agreement

**Other**

* Be aware of and comply with policies and procedures relating to child protection, health and safety, security, confidentiality and data protection, relating all concerns to the appropriate person.
* Be aware of and support difference and ensure equal opportunities for all
* Appreciate and support the role of other professionals
* Attend and participate in relevant meetings and training as required
* Participate in training and other learning activities and performance development as required
* To undertake any related activities or duties from time to time
* Undertake evening and weekend work as required, and be willing to travel abroad for up to 100 days per year

PERSON SPECIFICATION

**Customer service / interpersonal skills –** Ability to build strong rapport and communicate persuasively and sensitively with people of different backgrounds, cultures and every level of seniority.

**Good organisational and time management skills** - Ability to prioritise a demanding workload that is full of variety.

**Basic knowledge of marketing, sales and student recruitment –** Basic knowledge of best practice in marketing, sales and student recruitment.

**Communication -** Ability to communicate (in writing and orally) to parents and a variety of key stakeholders.

**Reliability -** Attention to detail and deadlines; ensuring promises of responses to internal and external customers are completed in a timely fashion.

**Creativity** - Canadapt to new situations and address problems from new perspectives.

**Engagement -** An understanding of and belief in, the aims and ethos of independent education in general and Rossall School in particular.

**IT awareness -** Competence in standard office software (word-processing, presentation and spreadsheet packages).

**The following table has been constricted to help candidates assess their own suitability and to assist with the assessment of candidates.**

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| **Attributes** | **Essential Criteria** | **Desirable Criteria** |
| **Skills & abilities** | * Good written and verbal communication skills * Able to interact well with people at all levels and build strong and good relationships to build trust and respect * Ability to prioritise a diverse workload * Good organisational skills * Confident to travel and work unsupervised in different countries for extended periods * Understanding of Asian cultural mores * Competence in IT and database skills (Word, PowerPoint, Excel) |  |
| **Experience** | * At least two years experience of working in a similar or related role in either a school or in the FE/HE/EFL sector | Experience of international student recruitment |
| **Qualifications** | * University Degree level | Knowledge of Mandarin would be advantageous |
| **Personal circumstances** | * Willing to attend School events outside normal hours * Happy to travel abroad at various times throughout the academic year (90-100 days) * Hold a UK passport, or currently have the right to live and work in the UK |  |
| **Equality** | * Candidates must demonstrate understanding of and acceptance and commitment to the principles underlying equal opportunities |  |
| **Customer Care** | * Knowledge and understanding of effective customer care and management |  |

BENEFITS OF SERVICE

The position is a full time post, all year round. The salary is expected to be £25,000 - £30,000 depending upon qualifications and experience.

Holiday entitlement is 25 working days per annum plus Bank Holidays.

In addition to providing a great place to work, we offer a generous remuneration package to staff which includes:

* Membership of a generous contributory pension scheme
* Free lunch and refreshments during term-time
* Free parking on site
* Medical centre on site during term time
* Flexi boarding is available to support child care needs when travelling abroad
* Free use of the School swimming pool and gymnasium
* A generous discount on the School fees of employees’ children attending the School (except the Nursery)

APPLICATION PROCESS

*To apply, please complete the application form available on the School website (please ensure that your referees include your current or most recent employer) and send with covering letter to:*

Mrs Stephanie Capstick

Human Resources Manager

Rossall School

Broadway

Fleetwood

Lancashire

FY7 8JW

Email: hr@rossall.org.uk

**Closing date: Tuesday 19th September 2017**

*Rossall School is committed to safeguarding and promoting the welfare of children. An enhanced Disclosure Barring Service clearance will be undertaken by the School.*