



Job Description

Job Title: Regional Manager, UK International and Domestic (Maternity Cover)

Reports to: Senior Regional Manager, UK & Europe

Location: Remote within the UK

Contract Type: Fixed term from mid-February 2026 until early January 2027

Salary: Negotiable (Base salary plus performance related bonus)

Hours: 37.5 hours per week

Holiday Entitlement: Your holiday entitlement is 25 days per annum plus bank holidays.

Overview of the Role

We are looking for a maternity cover to join our team for the position of Regional Manager. The main responsibility of this role will be the recruitment of UK-based international students across our 3 colleges, and domestic students for Abbey College Manchester.

The successful candidate should have a background in working in student recruitment, ideally in an international college or boarding school environment, and will be familiar with the complexities of working with agents and families.

Responsible for ensuring student recruitment targets for these regions are achieved, the Regional Manager will need to be able to identify and successfully implement creative recruitment initiatives in a competitive market.

This is a remote role requiring a self-motivated individual who can manage their time effectively and work independently.

Key Responsibilities

UK International

- Deliver student recruitment targets for all schools in the group.
- Build, manage, and strengthen relationships with existing agents, while developing new partnerships across the region.
- Handle enquiries and manage the admissions journey from enquiry to enrolment, providing close support throughout the process.
- Deliver outstanding customer service to agents, parents, students, and internal teams.
- Travel regularly to meet agents and attend events across the region.
- Generate innovative initiatives to drive growth in competitive markets.
- Manage direct student enquiries, ensuring effective lead follow-up and conversion.
- Provide regular sales updates, reports, and market feedback to senior management.

- Implement measures to maximise student conversion rates at every stage of the recruitment cycle.
- Maintain a strong understanding of compliance and processes, including UKVI requirements.
- Develop and implement annual and long-term sales strategies across the designated region, using both agent networks and direct recruitment channels.
- Demonstrate an in-depth understanding of the regional market and recruitment landscape.

Domestic

- Day-to-day management of all domestic enquiries and applications to Abbey College Manchester, ensuring a response time in line with existing SLA's.
- Work closely with the Senior Leadership Team at Abbey College Manchester on the promotion of key aspects of the school's outstanding educational provision.
- Establish strong partnerships with local UK schools with a view to increasing new enrolments.
- Represent Abbey College Manchester at events and exhibitions. This may occasionally involve travel during weekends and school holidays.
- Develop and deliver a strategic sales plan which identify and develop new recruitment channels e.g. online campaigns, school partnerships, taster days and referrals, and ensures domestic recruitment targets are met.
- Regularly feedback to senior management via sales reports and sales meetings engagement.

Safeguarding

We are committed to safeguarding and promoting the welfare of children and young people and as an employee of ADC you will be expected to share this commitment. The protection of our students' welfare is the responsibility of all staff and individuals are expected to conduct themselves in a way that reflects the principles of our organisation.

Equal Opportunities

We are committed to equality of opportunity for all staff, individuals are supported regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships. You will provide a service which ensures equality of opportunity promoting and demonstrating the principles of equal opportunity, including encouraging diversity and tackling discrimination and sensitivity to the environment.

Corporate responsibilities

You must always carry out your responsibilities with due regard to Abbey College Cambridge and group policies including ensuring familiarity with the following:

- Child Protection Policy
- Equality and Diversity policy
- Health and Safety policy
- Data Protection and Security policy
- Staff Handbook

Job descriptions should be reviewed on a regular basis and at the annual appraisal. Any changes should be made and agreed between you and your manager.

Checks and Training

All staff require, or will receive, the following training and security checks:

- Enhanced DBS Checks to prove their suitability to work with children in and out of the home environment.
- At least two written & verbal references from previous employers asking about suitability for the role.
- Full employment history with any significant gaps explained online search and proof of any relevant qualifications.
- Level 2 Child Protection Training
- Prevent Training
- Equality and Diversity Training
- On-going training

Person Specification

Skills and Attributes

- Results oriented, with a proven track record of meeting sales/recruitment targets.
- Excellent sales management, communication, and presentation skills.
- Creative, proactive, and solutions-focused approach to recruitment challenges.
- Highly organised, with strong problem-solving and time management skills.
- Fluent in English, a second language would be an advantage.
- Trustworthy, professional, and enthusiastic with a positive, can-do attitude.

Experience

- Significant experience in student recruitment, preferably in international student recruitment.

Job Description Agreement

Job Holder's Name:

Signature:

Date:

Manager's Name:

Signature:

Date: