



# Job Description and Person Specification

<p><b>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.</b></p>	
<b>Job Title:</b>	Head of International Relations
<b>Summary of the role:</b>	<p>A key role within the Admissions team to ensure the School’s aim of maintaining a truly international community by maximising its share of international boarding students.</p> <p>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.</p>
<b>Line managed by:</b>	Director of Marketing and Development
<b>Safeguarding requirements:</b>	<ul style="list-style-type: none"> <li>• Engage in regulated activity relevant to children</li> <li>• Promote and safeguard the welfare of children and young persons for who you are responsible and with whom you come into contact.</li> </ul>
<b>Main duties and responsibilities:</b>	<ul style="list-style-type: none"> <li>• Recruit international boarding students in line with the annual budget figures</li> <li>• Work with the Director of Marketing and Development to develop, implement and evaluate a 5-year strategic international marketing plan</li> <li>• Work with the Directors of Marketing &amp; Development and Finance to develop an annual international budget</li> <li>• Regularly analyse international student recruitment to gauge return on investment in each market</li> <li>• Generate enquiries to the School whilst understanding the School’s entry requirements for international boarders, and working closely with the Admissions Team</li> <li>• Act as Ambassador for communication between the School and international parents and vice versa, to support retention of students</li> </ul>



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- Investigate and develop possible new markets, acting on researched market intelligence
- Strengthen existing and develop new school partnerships and study tours for feeder recruitment purposes
- Utilise strategic commission payments to incentivise specific markets for areas of development or to develop agent loyalty as required
- Act as an ambassador for the School to develop and nurture relationships with agents, prospective students and parents, as well as former students and parents
- Ensure timely responses to all leads (within 24 hours)
- Engage in promotional events, market commentary calls and daily liaison with agents
- Conduct school tours with parents, students and host agents as required
- Work closely with the Head of Admissions 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
- Work with neighbouring schools to support agent FAM visits around ST Alphe UK events
- Utilise marketing skills to produce promotional materials for use in country, maintain a termly Boarding Bulletin to agents, make international advertising decisions within budget, and maintain the content of the international pages of the School website
- Actively report feedback from stakeholders and where appropriate, highlight suggestions for improvement
- 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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<b>Person Specification</b>			
<b>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.</b>			
	<b>Essential</b>	<b>Desirable</b>	<b>Method of assessment</b>
	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	
<b>Qualifications</b>	<i>The professional, technical or academic qualifications that the Applicant <b>must have</b> to undertake the role or the training that they <b>must have</b> received</i>	<i>The professional, technical or academic qualifications that the Applicant <b>would ideally have</b> to undertake the role or the training that <b>they should ideally have</b> received</i> <ul style="list-style-type: none"> <li>• Degree level or equivalent</li> <li>• Evidence of success in increasing international boarding recruitment</li> <li>• Recognised marketing qualification</li> </ul>	<ul style="list-style-type: none"> <li>• Production of the Applicant's certificates</li> <li>• Discussion at interview</li> <li>• Independent verification of qualifications</li> </ul>
<b>Experience</b>	<i>The categories of work or organisations, types of achievements and activities that would be likely <b>to predict</b> success in the role</i> <ul style="list-style-type: none"> <li>• Relevant or transferrable sales experience in an international</li> </ul>	<i>The categories of work or organisations, types of achievements and activities that would be likely <b>to contribute to</b> success in the role</i> <ul style="list-style-type: none"> <li>• Strategic international recruitment</li> </ul>	<ul style="list-style-type: none"> <li>• Contents of the application form</li> <li>• Interview</li> <li>• Professional references</li> </ul>



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	dynamic environment	<p>experience</p> <ul style="list-style-type: none"> <li>• Experience in building effective working relations across cultures</li> <li>• Experience in developing strategic marketing plans in international markets</li> <li>• Experience working with/in an international school environment at a senior level</li> <li>• Experience in hosting international networking/reunion events</li> </ul>	
<b>Skills</b>	<p><i>The skills <b>required</b> by the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> <li>• Numerate and financially literate</li> <li>• Adept networker across cultural boundaries</li> <li>• Ability to promote the School on the international stage</li> <li>• Clear communicator with excellent written and verbal skills</li> <li>• Ability to organise and host events in UK and abroad</li> <li>• Adept and confident traveller</li> </ul>	<p><i>The skills that would <b>enable</b> the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> <li>• Working knowledge of RSAdmissions and SIMS or similar MIS/database</li> <li>• Multi-linguist</li> </ul>	<ul style="list-style-type: none"> <li>• Contents of the application form</li> <li>• Interview</li> <li>• Professional references</li> </ul>



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<p><b>Knowledge</b></p>	<p><i>The knowledge <b>required</b> by the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> <li>• Understand the importance of working within a brand</li> </ul>	<p><i>The knowledge that would <b>enable</b> the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> <li>• Understand the international recruitment market</li> <li>• Understand the recruitment mechanism in different cultures</li> </ul>	<ul style="list-style-type: none"> <li>• Contents of the application form</li> <li>• Interview</li> <li>• Professional references</li> </ul>
<p><b>Personal competencies and qualities</b></p>	<ul style="list-style-type: none"> <li>• Organised</li> <li>• Builds and maintains good relationships with colleagues</li> <li>• Supportive of the Quaker ethos and principles</li> </ul>		<ul style="list-style-type: none"> <li>• Contents of the application form</li> <li>• Interview</li> <li>• Professional references</li> </ul>