



SHEBBEAR COLLEGE

Job Description: Head of International Admissions

Full Time

Reporting to: Head of Marketing and Admissions

The Head of International Admissions reports to the Head of Marketing and Admissions and is expected to work with and liaise strongly with the Head on all matters relating to overseas recruitment. They will work closely with the Registrar to ensure the highest possible standards and consistency in procedures and development of relationships with overseas agents. They will attend recruitment events online or overseas and demonstrate a continuing commitment and flexibility to further developing international boarding at Shebbear College.

The Head of International Admissions is a full-time role and flexibility is needed from the candidate to work unsociable hours at times to meet the demands of the overseas time-zones and market and also when attending intensive recruitment events such as the British Boarding Schools Workshops and overseas recruitment events. The appointed candidate will also be expected to receive calls or attend remote meetings with agents and prospective families at unsociable hours and be available to take any international boarding enquiry at any time. It is also expected that the candidate will support the Marketing and Admissions team more widely, when needed and also to buy into the wider life of our busy boarding school.

The responsibilities of the Head of International Admissions are:

- To travel overseas when required to attend recruitment events and meet agents and develop relationships with new agents
- A willingness to work unsociable hours to fit within the overseas time frames and at agents' and prospective families' convenience
- To respond swiftly at any time to any enquiry that might come to the Head of International Admissions
- To organise and run familiarisation tours at Shebbear with agents and follow up to secure strong relationships and trust
- To approach new agents internationally in line with a bespoke international recruitment strategic plan
- To attend weekly update meetings on progress with the Head of Marketing and Admissions and Registrar
- To provide half termly updates to the Head of Marketing and Admissions on recruitment status and in relation to targets set in liaison with the Head, Head of Marketing and Admissions and Registrar
- To liaise with the Head and Bursar over agent commission rates and contracts
- To work closely with the Head, Head of Marketing and Admissions and Registrar on all decision-making
- To think creatively, but to follow the agreed overseas marketing strategy
- To work with the Head of Marketing and Admissions on all marketing collateral and plans for attracting outstanding overseas pupils
- To work with Head of Marketing and Admissions to research and identify key markets (current and new) where we may be able to source international pupils, identify future markets and develop a procedure to ensure the market strategy is reviewed and kept up to date / modified as required
- To identify agents prospectively within our target markets and seek to build strong relationships based on trust and loyalty
- To contact and communicate effectively with identified agents through marketing, meetings, visits (UK based and internationally) to establish long term, robust relationships
- To re-secure and nurture relationships with current agents with whom we already have strong relationships
- To review the current contract basis with agents to ensure a strong pipeline of pupils and support retention of current international boarders who we seem to lose after 2 -3 years (commission based)
- To ensure that the relationships can be handed over to the Registrar quickly to secure future boarding pupils attending Shebbear College
- To regularly liaise with the Registrar, to ensure that all admissions files and administrative notes are kept up-to-date

This list is not exhaustive and is subject to change. The Head of International Admissions is expected to fulfil any reasonable request made by the Head.