



Durham School

INTERNATIONAL ADMISSIONS MANAGER

Job Purpose

To enhance Durham School's reputation as a boarding school of choice for international students, their parents and agents.

The role holder is responsible for the recruitment and administration of overseas pupils.

The role holder is responsible for marketing and communications activity as set out in the School Marketing Strategy and annual marketing plan.

Main responsibilities:

- Be responsible for international marketing and enquiry generation with the aim of sustaining and increasing international pupil recruitment;
- Working with the Director of Admissions & Marketing to develop and deliver a targeted International Marketing Plan that will generate a sustained level of high-quality enquiries from overseas, in line with the overall Durham School Marketing Strategy and operational plan;
- Work with the Director of Admissions & Marketing to identify and build relationships with suitable Education Agents in order to recruit overseas pupils from a diverse range of countries and year groups;
- Understand the differing cultural values in each overseas geographical area and advise senior leaders ahead of international visits;
- Be a prominent public representative in the overseas market promoting the values, attributes and aims of Durham School;
- Make recommendations to improve the academic and co-curricular programme offer to enhance Durham School's attraction to the global market;
- Building relationships with agents via exhibitions, recruitment fairs and meeting current and potential families;
- Build on existing processes to maximise the conversion of enquiries to confirmed places;
- Draw up agency agreements and, working with colleagues, agree tactical marketing initiatives;
- Work with British Boarding Schools Connected and BBSW to create a marketing platform with overseas agents;

- Provide management information on international pupil recruitment and monitor/report on quality and quantity of agent referrals;
- Provide market intelligence on established and emerging markets for strategic planning purposes;
- Gather information about overseas pupils' achievements and success to feedback to agents and use for marketing purposes;
- Consider further product development that will enhance the School's proposition in agreed markets overseas, eg, international taster residentials for enquirers;
- Manage the international aspects of the school website and promote the school via social media;
- Deliver high quality administration of overseas pupil admissions to ensure parent/pupil expectations pre- and post-arrival are met;
- Provide administrative support for the winter programmes and identify opportunities to market boarding opportunities for repeat custom;
- Work with, and support, domestic admissions to ensure a consistently high-quality experience for parents of all pupils;
- Ensure regulatory compliance for international student recruitment;
- Understand and implement the School's safeguarding and equality and diversity policies and procedures to ensure the health, safety and welfare of pupils, staff and visitors;
- Support School events, working alongside members of the Admissions and Marketing team and other School staff;
- Support the wider objectives of the school, including the Durham School Development Plan;
- Any other duties appropriate to the role as directed by the Director of Admissions and Marketing.

Person Specification

	Essential	Desirable
Education & Qualifications	<ul style="list-style-type: none"> • Educated to A Level or equivalent standard • Eligible to live and work in the UK • Spoken/written English to native language level • Passport holder 	<ul style="list-style-type: none"> • Foreign language(s)
Experience	<ul style="list-style-type: none"> • Education marketing and/or admissions experience 	<ul style="list-style-type: none"> • Experience of effective and successful international pupil/student recruitment • Demonstrable global cultural expertise • Experience of building networks and relationships • An understanding and belief in the role of boarding schools recruiting pupils internationally

Personal attributes	<ul style="list-style-type: none"> • Strong relationship management and influencing skills • Excellent written and oral communication skills • Proactive approach • Well organised and efficient • Flexible approach to duties undertaken and working hours • Ability to work under own direction and as part of a team • Ability to meet deadlines and prioritise work effectively • Ability to maintain confidentiality and privacy in line with the role requirements 	
Skills	<ul style="list-style-type: none"> • Comprehensive knowledge of Microsoft office packages • Knowledge of databases, including reporting 	<ul style="list-style-type: none"> • Working knowledge of SIMS would be strongly welcomed.