

**THE ABBEY COLLEGE
MALVERN**

INTERNATIONAL STUDENT RECRUITMENT DIRECTOR

FURTHER PARTICULARS FOR APPLICANTS

1. THE POST

Background

The Student Recruitment Department, which forms part of the college administration, provides advice and information to prospective students, their parents, careers advisors and teachers, and gives advice to college staff. The department is responsible for all recruitment activities relating to existing and future language, academic and vacation courses. The main function of the department to achieve student recruitment targets for the college and developing relationships with prospective students and their influencers. The Department currently consists of a full time Marketing Manager and is supported by two full time Registrars.

Purpose

The role of this new position is to direct the student recruitment and admissions process in all core activities. These include managing general recruitment, taking responsibility for specific marketing and recruitment projects, as well as originating college policy for all future recruitment activity.

2. KEY DUTIES AND RESPONSIBILITIES

- Develop and implement recruitment and marketing strategies
- Assist with the management of the admissions & registration process
- Develop and deliver presentations, recruitment tours and workshops to various clients
- Develop promotional and marketing collateral
- Perform any other duties as requested by the College Principal and/or Director

3. ESSENTIAL KNOWLEDGE, SKILLS AND EXPERIENCE

Knowledge

- Awareness of the challenges facing the international education sector, particularly in relation to new Immigration rules within the UK
- Familiarity with both the language school and international pre university markets.
- Proficient in the use of computerised systems and have knowledge of relevant IT packages, particularly Microsoft PowerPoint

Skills

- Excellent communication skills, presentation, written and verbal
- Self motivation and flexibility are essential, as are excellent time management and organisational skills, with the ability to prioritise work and to meet tight deadlines
- Proven leadership skills
- Committed to the college and enthusiastic about the work as required to portray a positive image of the college at all times

Experience

- Experience and knowledge of the UK education system at Key stage 4 and A Level/Foundation desirable
- Experience of marketing UK education to international markets

4. THE COLLEGE

Since its establishment thirty five years ago, by the father of the current owner, The Abbey College has provided a magnificent setting for students from many different countries. Our spacious and peaceful 70 acre campus provides the backdrop for students to focus on achieving excellent academic results, whilst allowing us to provide a large range of sporting and social activities and a high level of residential care

We are a privately-run school in the town of Malvern in central England, offering various high-quality and flexible programmes. These are in both the Academic field at pre-university level (IGCSE, A Levels and Foundation Courses) and in the English Language field. All courses are offered on a co-educational, fully-residential basis and we are fully accredited and recognised by various regulating bodies.

Our students come to us from all around the world, attracted by the opportunity to interact, develop and learn from staff experienced in dealing with international students. We provide a fully-residential package, with fees covering the vast majority of what students need from the moment of arrival to the moment of departure, 24 hours per day. Our services are provided on-site in a secure, supervised environment.

In the Academic field the average class size is only 7, enabling our teachers to understand the needs of each individual student. This has been the basis for a record of strong academic achievement, with many of our students going on to some of the U.K.'s best-established universities. Full English Language support is built into courses where required.

For further information, please refer to our website www.abbeycollege.co.uk

5. SALARY AND TERMS OF EMPLOYMENT

Hours of work

The formal hours of work are those necessary to carry out the responsibilities attached to the post. The role involves overseas travel, peak periods of work and entertaining clients, so it is not practical to stipulate precise hours. It would be fair to say that an average 'office week', when you are in the UK, would be Monday to Friday 09:00 to 18:00, or variations of the same amount of time starting earlier or later.

In addition to the average office day, there would be occasions when the post holder would need to meet/entertain prospective students and agents in the evening and weekends. For example, if an agent or student were to visit the college outside of normal hours the post holder would be responsible for the preparations and all aspects of the actual visit such as accommodation, meals, tours, meetings, paperwork etc. Such work would not attract overtime or time off in lieu.

Time spent working away from the college would vary, but around 12 weeks a year could be spent travelling overseas as well as the need to attend the occasional event in the UK. Travelling overseas will entail long days as well as evening and weekend work which is an integral part of the job, hence, such work would not attract overtime or time off in lieu.

The college does not close for bank holidays except the three over the Xmas period, other bank holidays are not paid holidays, as they are considered normal working days in an international setting.

Holidays

The post carries a total of 30 days of holiday per year. Two weeks are taken at Christmas, when the college is closed, and the remainder throughout the year, outside of peak marketing periods, by agreement with your line manager. Holidays may be added to overseas trips so long as there is no net increase to the costs of the college

The basic salary is £35k per year, commission is also payable on increased student numbers. Commission is payable on any increase in student numbers (over and above an average of student numbers for the past 3-5 years) from June 2011 for short course students and academic year January 2011 for academic students (as you will have little direct influence over student numbers for the academic year 2010 or summer 2010).

As an indication of the amount of full fee paying students at the college, over the past four years we have had an average of one hundred academic students per year. This is with very little promotion and no full time marketing person. Hence, we would expect you to be able to exceed the figure of 100 full fee paying students.

We would expect you to reach a figure of one hundred and ten students and certainly believe it possible to have 140 students on roll within three years of having a dedicated Student Recruitment Director.

The following is an example of what you can expect to receive if your marketing is successful

BASIC	COMMISSION ON 120 STUDENTS	COMMISSION ON 130 STUDENTS	COMMISSION ON 140 STUDENTS
£35,000	£10,000	£15,000	£20,000
TOTAL	£45,000	£50,000	£55,000

In addition, from June 2011, we will pay £10 commission per student week on short course students over and above 2650 annual student weeks. This commission would be payable in July 2012.

For example an extra two groups of thirty students over a two week period would amount to a commission of £1,200.

You are also provided with a self-contained flat, including all utilities (except council tax when applicable), and all meals (when the canteen is open).

To discuss the above in more detail, please contact Mr Mehran Noor, the Bursar, at the college.

It is the policy of the college, in line with the Protection of Children Act 2003, to carry out Disclosure checks on all staff. Any offer of employment will be conditional on the completion of a satisfactory Disclosure check and employment will not commence until such a check has been satisfactorily completed & two good references received.

8. APPLICATION PROCEDURE

Informal enquiries are welcome and should be made to Mr Mehran Noor, Bursar, (Tel: 01684 892300, e-mail: bursar@abbeycollege.co.uk)

PLEASE SEND CV AND COVERING LETTER TO MR MEHRAN NOOR AT THE ABOVE EMAIL ADDRESS

If you are unable to submit an electronic application, curriculum vitae and covering letter should be sent to :

Mr Mehran Noor
Bursar
The Abbey College
253 Wells Road
Malvern Wells
Worcs. WR14 4JF.

THE ABBEY COLLEGE

PERSON SPECIFICATION

INTERNATIONAL STUDENT RECRUITMENT DIRECTOR

	ESSENTIAL	DESIRABLE
<p>1. EDUCATION/QUALIFICATIONS Academic, technical and professional education and training.</p>	<ul style="list-style-type: none"> • Educated to degree level or demonstration of relevant experience • Excellent IT skills, including knowledge of databases, powerpoint, excel, work and web-based research • Relevant work experience (Student Recruitment) 	
<p>2. WORK AND OTHER RELEVANT EXPERIENCE (INCLUDING TRAINING) e.g Specialist knowledge, levels of experience, skills, supervisory experience, research.</p>	<ul style="list-style-type: none"> • Demonstration of contributing to results-driven team/organisation • Knowledge of UK and international education system • Experience of international student recruitment • Established contacts with overseas education recruitment agencies 	<ul style="list-style-type: none"> • Knowledge of Visa Process • Experience of managing the production of publicity literature.
<p>3. PERSONAL QUALITIES AND ABILITIES e.g Initiative, leadership, ability to work on own or with others, communication skills.</p>	<ul style="list-style-type: none"> • Demonstration of an ability to think strategically • Ability to work in a team environment, yet able to act on own initiative • Be able to thrive under pressure • Outstanding communicator and presenter with the flair, imagination and presence to operate effectively at a high level • Willing and able to present to an audience of any size • Customer focused and sensitive to a multi-cultural environment • Excellent time management and organisational skills • Self-motivation and flexibility 	
<p>4. OTHER e.g Special circumstances (if any) appropriate to the job such as unsocial hours, travelling, physical requirements etc.</p>	<ul style="list-style-type: none"> • Ability to work unsociable hours on occasion and travel locally, nationally and internationally for periods of time when required • Acknowledgement that flexibility is required in working patterns • Due to the nature of work a driving licence or access to independent means of transport is essential 	<ul style="list-style-type: none"> • Ability to speak an additional language