

bellevue

Head of International Recruitment

Position Brief

Founded over eighteen years ago, Bellevue Education is a world-class group of schools dedicated to providing the best possible education to children and students aged from 1 to 19 years. Each Bellevue school is run independently, but are united by the same values and commitments to innovation in teaching; investments in teachers, buildings and technology; and exceptional academic results as a natural outcome of a focus on instilling a lifelong love of learning. Bellevue schools are warm, happy and dynamic environments where students are encouraged to aim high, and where they will find everything they need to succeed. The group consists of 21 schools across the UK, in Switzerland and France, with headquarters in London, UK.



The Role



Admissions



Education
Director



International
Pupil Recruitment



D.O.E



Hybrid with
School Visits



Full Time



August 2023

This is an exciting and varied admissions role that has been developed over the past 18 months. It represents a rare opportunity for an experienced sales-oriented person to drive international pupil recruitment across a group of schools and develop a network of school-based admissions teams which includes our European schools.

The main aim is to develop, co-ordinate and evaluate appropriate targeted recruitment activities to support international pupil recruitment strategy in the following Bellevue schools; Farlington, Sherfield and The Oratory Preparatory School with a secondary focus on any schools who offer international day placements.

The post-holder will attend a range of recruitment activities around the world including the UK and deliver presentations to prospective students, their families and agents.

He/she is responsible for initiating and fulfilling activities to achieve international student recruitment targets, develop existing and future international target markets and ensure a smooth and effective integration with the schools' admissions and marketing processes. Although the successful candidate will be part of the Central Bellevue Team he/she will need to have a thorough understanding of each school's offer and to be able to assist each school in putting together and evaluating an effective strategy.

For this role, we are looking for a passionate, dedicated and dynamic person with strong motivation and management skills, who is a hard-working team member. The ideal candidate will have at least 5+ years of proven experience in international pupil recruitment, be someone who is keen to develop their career and passion for marketing and promotion, as well as someone who is action-oriented and hands-on. He/she will be a proactive self-starter who is confident working independently whilst communicating clearly with relevant stakeholders.

Duties and Responsibilities

Working with Heads, Admissions and marketing teams to advise on and ensure the international strategy plan is implemented and integrated into marketing plans; to monitor and evaluate performance against agreed targets and provide timely reporting of progress of results and outcomes.

- Create and lead international recruitment activity to generate opportunities and identify new recruitment markets ensuring continual development of new business in synergy with the schools' existing networks
- Create and present annual travel strategy for approval and attendance at education fairs in the UK and abroad.
- Recruitment, co-ordination and monitoring of a network of agents to support international recruitment activity.
- Help support, maintain and service relationships with a network of international agents to meet student recruitment targets.
- Provide training to key agents and counsellors through regular visits to schools (FAM trips) and online and in person training sessions
- Support and be present at schools for agent, prospective parent and student visits to school campuses and conduct tours when required.
- Constantly assess and evaluate recruitment activity in respect of its value for money and investment returns in relation to targets, provide monthly reporting, advising and/or making changes and improvements as necessary.
- Identify upward trends and emerging risks to international boarding recruitment targets and formulate plans to mitigate risks and effects of changes.
- Undertake the analysis of data relating to agreed Key Performance Indicators (KPIs), ensuring that there is appropriate and accurate management information available to all stakeholders.
- Act as an ambassador and representative for Bellevue Education and the individual schools represented internationally as an individual and in conjunction with the relevant school(s)
- Collaborate with the school-based admissions teams to follow up enquiries and applications to convert and recruit new students.
- Regularly monitor and assess performance statistics and data (leads and conversions), so that marketing plans and initiatives can be adapted
- Maintain an up to date record of pupil recruitment and admissions in collaboration with school based-Heads of Admissions and/or Marketing.
- Take a lead on follow-up activities to ensure high application to enrolment conversion rate and advice on UKVI processes

Personal Specification

Essential

- Minimum 5 years experience working in international student recruitment
- Excellent interpersonal, collaboration, communication, negotiation and team working skills
- Technical requirements:
 - CRM experience
 - Excellent knowledge Microsoft Office
 - Ability to learn how to navigate a range of IT systems (Inc. CRM, MIS)
- Ability to work on own initiative and manage a heavy workload with maximum attention to detail and without losing sight of overall objective
- Performance driven and accountable. Confident to make difficult decisions while taking responsibility and initiative for delivering projects on time and on budget
- Creative and self-motivated attitude to problem solving
- Ability to maintain calm in difficult or stressful situations
- Ability to undertake extensive traveling
- Excellent organisational skills and ability to prioritise
- An innovator with a growth mindset, demonstrates curiosity and welcomes failures as a learning opportunity
- Fast and agile. Removes barriers and is solution responsive.
- Highly motivated to achieve goals
- Attention to detail and accuracy

Desirable

- Knowledge of international education and UK boarding
- Knowledge of international agents/consultant recruitment Processes
- Knowledge and willingness to oversee UK Immigration regulation on Child Student visa
- Sales experience

For further information or for an informal conversation about the role, please contact David Williams (dcwilliams@blvue.com) Bellevue Education Director.