

JOB DESCRIPTION – Student Recruitment Manager

Candidates are expected to spend time looking at the College website www.stclares.ac.uk which provides information about St Clare's and the courses we offer. The Recruitment section provides additional information about the College and the recruitment process.

JOB SPECIFICATION	
Title of Post	Student Recruitment Manager
Purpose of Role	<p>This is a varied and exciting role that uses effective multi-channel sales and marketing techniques to promote St Clare's courses to students, parents, and agents around the world, but in particular, the Middle East and Africa, and increase the numbers of students enrolled on all courses at the College.</p> <p>This post will take on the day-to-day responsibility for building and developing relationships with target agents, influencers, current students, and alumni for the College in order to increase student numbers onto all our courses.</p> <p>An integral part of this role is to be able to talk about each course in detail and with conviction. You will need to develop a comprehensive knowledge of the structure and content of our courses, so you can promote them to a variety of audiences / and at a variety of venues.</p>
Department	The Marketing and Admissions Department plays a vital role in recruiting and maintaining the maximum number of students for all St Clare's courses; developing student recruitment strategies in order to create a diverse student body.
Reporting Structure	<ul style="list-style-type: none"> • The Student Recruitment Manager reports to the Director of Marketing, Admissions and Development • The Student Recruitment Manager works closely alongside the Marketing Team. • The Student Recruitment Manager builds strong relationships with various external bodies and suppliers.
Key Responsibilities	<ol style="list-style-type: none"> 1. To increase student numbers for all courses into the College from a diverse range of key markets (to include MENA) <ol style="list-style-type: none"> 1.1. To obtain an in-depth product knowledge of the full-range of courses at St Clare's, as well as sound awareness of the facilities and services available under the St Clare's banner. 1.2. To monitor student bookings in the key markets for each course and each start-date, identify and respond to trends. (Nationalities, agents, directs, course types, course length etc.) 1.3. To attend exhibitions and events (both overseas and online) in designated countries to recruit students to the College and further raise the reputation of St Clare's. 1.4. To perform overseas market analysis including the analysis of internal/external statistical information and conduct investigations into market conditions. 1.5. To manage the allocated budget for the designated markets including processing all invoices and expense claims in a timely manner and populate the travel schedule. 1.6. To report to the Marketing Team on applications and enrolments and inform on projected numbers.

- 2. To contribute to the continual and sustainable business development growth of the College**
 - 2.1. To identify and build relationships with influencers (individuals, businesses, embassies, universities) in the target markets, by visits, meetings and telephone calls.
 - 2.2. To develop, negotiate and manage agency relationships in target markets. This will include monitoring the performance of agents relating to student recruitment as part of the process of improving the effectiveness of recruitment in specific markets.
 - 2.3. To provide training remotely and in-country for agents from multiple agencies to enable them to understand, explain, and positively promote St Clare's and its academic offering to prospective students and parents.
 - 2.4. To help develop a format for 'closed group packages' in consultation with the Director of Studies and circulate proposals to potential clients.
 - 2.5. To encourage repeat business amongst our student body.
 - 2.6. To organise incoming visits from individuals, agents and groups to St Clare's.
 - 2.7. To gather profiles of current students and to collect and disseminate relevant marketing information.
 - 2.8. To welcome alumni to St Clare's and offer tours when required.
- 3. To develop sustainable plans backed up with market research for the recruitment of students to the College**
 - 3.1. To develop a yearly sales and marketing plan per markets for the College to highlight activities to be undertaken and recruitment opportunities for the following academic year, in line with data analysis to improve student recruitment.
 - 3.2. To plan student recruitment campaigns by course by priority market.
 - 3.3. To conduct market research, including competitor and benchmark analysis.
- 4. To work collaboratively with the Marketing Team to ensure a suite of marketing activities per target market to attract students to St Clare's**
 - 4.1. To plan regular email campaigns to prospective parents/students, and agents with the Marketing Team
 - 4.2. To gather newsworthy content and regularly disseminate to the Marketing team for St Clare's social media channels (Facebook, YouTube, Twitter, LinkedIn, TikTok and Instagram etc.) to ensure regular flow of current news that would interest students.
 - 4.3. To work with the Marketing Team to produce country-specific bespoke marketing materials, both print and web where required.
- 5. Miscellaneous**
 - 5.1. To be flexible in developing skills and areas of responsibilities as requirements evolve.
 - 5.2. To attend regular marketing and admissions meetings.
 - 5.3. To attend college events in the evenings and at weekends where required.
 - 5.4. To carry out any other task as reasonably required by the Principal and the Director of Marketing and Admissions.

While every effort has been made to describe the main duties and responsibilities of the post, each individual task necessary for the successful performance of the role may not be specifically identified. The Student Recruitment Manager may therefore be required to undertake other tasks and duties that are commensurate with the grade and nature of the role and/or in the reasonable discretion of the College.

TERMS AND CONDITIONS	
Terms of Employment	Permanent, Full time
Place of Work	131 Banbury Rd, Oxford
Hours of Work	35 hours per week The Employee will be required to work hours outside normal hours of employment to meet the needs of the business. This will include some weekends and evenings, and overseas travel.
Probationary Period	6 months
Notice Period	2 months after probationary period
Salary / Pay	Competitive salary dependent on relevant skills and experience
Holidays	26 days' annual holiday entitlement, plus bank/public holidays. Some bank/public holiday working will be required when these fall on dates during the College term (time off in lieu will be granted). The College is closed annually from 24 th December to 1 st January inclusive. The Employee will be required to book holiday during this period.
Pension	A contributory pension is offered through St Clare's group personal pension scheme, following a 3-month deferment period. The employer pays 10% of gross salary and the employee pays up to 5%. Employee's contributions above 5% may be made, but do not attract a matching contribution from the employer.
Life Assurance	Death in service benefit is four times annual salary
Other Benefits	Cycle to Work scheme Employee Assistance Programme
Meal	A free lunch is provided in the College dining room on working days and when students are in residence.
PERSON SPECIFICATION	
<i>The successful candidate will have demonstrated the following essential (E) or desirable (D) skills and experience:</i>	
Education and qualifications	<ul style="list-style-type: none"> • Graduate or significant experience in sales and marketing (E) • A professional marketing qualification (D)
Knowledge, skills and experience	<ul style="list-style-type: none"> • Sales and marketing experience gained within an educational environment (E) • Ability to think strategically and understand how to develop potential client-relationships (E) • International experience, especially of MENA (E) • Previous direct experience in sales/marketing (E) • Ability to speak another language (D) • Able to use electronic marketing tools and be aware of a multitude of marketing techniques (D)

Personal skills and attributes	<ul style="list-style-type: none"> • Excellent communication skills, both written and oral (E) • Excellent interpersonal skills and the ability to work efficiently and effectively with others (E) • Proven ability to meet deadlines and work under pressure (E) • A self-starter who can use their initiative and also work effectively as part of a team (E) • A pragmatic and flexible approach (E) • An understanding of the particular demands of an educational institution (D)
<p>References and Pre-employment Checks</p> <p><i>St Clare's is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. All offers of employment and contracts are issued subject to satisfactory references and outcomes on all necessary pre-employment checks including DBS records and establishing the right to work in the UK. Some or all of these checks may have been undertaken before an offer is made.</i></p> <p><i>Under the National Minimum Standards for Boarding Schools, we are required to follow the guidance in Keeping Children Safe in Education and undertake additional checks on employees.</i></p>	
References	Full written references and phone references on quoted references may be obtained before or after interview. One referee must be your current or most recent employer. References must also include the last place of employment where you worked with children or vulnerable adults. References from friends or relatives will not be accepted. Please ensure referees know they will be contacted and will respond promptly.
Identity, right to work and qualifications	Original documents confirming proof of identity, right to work in the UK and relevant qualifications will be required. Note: We have a legal responsibility to ensure that all our employees have the legal right to live and work in the UK. If we make an offer of employment, we will need to check that you are eligible to work in the UK before you start work. If you don't already have the legal right to work in the UK, we strongly recommend that you use the Home Office website to review the legal requirements of working in the UK as this will give you an indication of whether you may be eligible to work in the UK.
Police checks/DBS	Police checks / Disclosure and Barring Service checks will also be undertaken for which employees/prospective employees are required to provide information and consent. Candidates who have lived and worked abroad in the last five years will be required to seek good conduct references, or the equivalent, from the countries in which they worked, as a pre-requisite of employment.
Health questionnaire	Satisfactory completion of a health questionnaire.
Prohibition order checks	Prohibition order checks will be carried out for all teaching positions and for senior management positions as appropriate.
HOW TO APPLY	
Applications	Applications must be made using the College's standard application form which can be found on the College website at www.stclares.ac.uk/recruitment . CVs will only be accepted if accompanied by a St Clare's application form.
Email	Applications should be submitted by email to recruitment@stclares.ac.uk
Post	Recruitment, HR Department, St Clare's, Oxford, 139 Banbury Road, Oxford, OX2 7AL

Contact us	Email: recruitment@stclares.ac.uk Tel: 01865 552031
Deadline for applications	Midday on 23rd June 2023
Interviews	The interview process will include some testing of key attributes.