



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.

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 and increase the numbers of students enrolled on all courses at the College.</p> <p>The successful candidate will have day-to-day responsibility for building and developing relationships with target agents, influencers, current students, and alumni in order to increase the number of students recruited onto all courses. 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, to promote them to a variety of audiences 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	The Student Recruitment Manager reports to the Director of Marketing, Admissions and Development
Key Responsibilities	<ul style="list-style-type: none"> • Increase student numbers for all St Clare's courses from a diverse range of key markets • Gain an in-depth knowledge of the full-range of courses, the facilities, and services available under the St Clare's banner • Monitor student bookings in key markets for each course and each start-date, and identify and respond to trends e.g. nationalities, agents, direct bookings, course types, course length, etc • 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 • Conduct overseas market analysis including the analysis of internal/external statistical information and conduct investigations into market conditions • Manage the allocated budget for the designated markets including populating the travel schedule and processing all invoices and expense claims in a timely manner • Report regularly to the Marketing Team on applications and enrolments and advise on projected numbers <p>Development and Delivery</p> <ul style="list-style-type: none"> • Contribute to the continual and sustainable business development growth of the College • Identify and build relationships with influencers e.g. individuals, businesses, embassies, and universities in the target markets, by conducting visits, meetings and telephone calls • Develop, negotiate, and manage agency relationships in target markets – this will include monitoring the performance of student recruitment agents as part of the process of improving the effectiveness of recruitment in specific markets • Provide training remotely and in-country for agents to enable them to understand, explain, and positively promote St Clare's and its academic offering to prospective students and their parents

	<ul style="list-style-type: none"> Assist in the development of a format for 'closed group packages' in consultation with the Director of Summer and Short Courses and circulate proposals to potential clients Encourage repeat business amongst our student body. Organise visits to St Clare's from individuals, agents and groups Gather profiles of current students and collect and disseminate relevant marketing information Welcome alumni to St Clare's and offer tours of the College when required <p>Planning and Research</p> <ul style="list-style-type: none"> Develop sustainable plans backed up with market research for the recruitment of students to the College Develop an annual sales and marketing plan for each market in line with data analysis to identify activities to be undertaken and recruitment opportunities for the following academic year, with the aim of improving student recruitment Plan student recruitment campaigns by course by priority market Conduct market research, including competitor and benchmark analysis <p>Managing Relationships</p> <ul style="list-style-type: none"> Work collaboratively with other members of the Marketing team to create a suite of marketing activities per target market to attract students to St Clare's Plan regular email campaigns with other members of the Marketing team to prospective parents, students, and agents Gather newsworthy content and regularly disseminate to the Marketing team for St Clare's social media channels (Facebook, YouTube, X, LinkedIn, TikTok and Instagram etc.) to ensure a regular flow of current news of interest to students Work with other members of the Marketing team to produce country-specific bespoke marketing materials, both print and web versions as required <p>Miscellaneous</p> <ul style="list-style-type: none"> Develop skills and be flexible with regards areas of responsibility as requirements evolve Attend Marketing and Admissions meetings Attend College events in the evenings and at weekends where required Carry out any other task as reasonably required by the Principal and the Director of Marketing and Admissions <p>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.</p>
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"> A degree or significant demonstrable experience of sales and marketing (E) Professional marketing qualifications (D)
Knowledge, Skills and Experience	<ul style="list-style-type: none"> Sales and marketing experience (E) Sales and marketing experience gained within an educational environment (D) Excellent and demonstrable written and verbal communication skills (E) Ability to think strategically and understand how to develop potential client-relationships (E) International experience of sales and marketing in an educational setting (D)

	<ul style="list-style-type: none"> • Previous direct experience in sales/marketing (E) • Ability to communication in one or more languages other than English (D) • Ability to use electronic marketing tools and awareness of a multitude of marketing techniques (D)
Personal Skills and Attributes	<ul style="list-style-type: none"> • 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) • An understanding of child protection and safeguarding issues and a commitment to equal opportunities and inclusion (E)
TERMS AND CONDITIONS	
Terms of Employment	Permanent, full time contract
Place of Work	139 Banbury Road, Oxford, OX2 7AL
Hours of Work	<p>35 hours a week worked within college hours of Monday to Friday 08:30-18:00 with a 1-hour lunchbreak (unpaid).</p> <p>The Student Recruitment Manager will also be required to work hours outside normal hours of employment to meet the needs of the business. This will include some weekends and evenings, bank holidays and overseas travel. Time off in lieu will be granted.</p>
Probationary Period	Six months
Notice Period	Three months after completion of the probationary period
Salary/Pay	Competitive salary in the range from £39,500 per annum depending on skills and experience
Holidays	<p>26 days' annual holiday entitlement, plus bank and public holidays. The College is closed annually between Christmas and New Year and the Student Recruitment Manager will be required to book 4 days' holiday during this period.</p> <p>Some bank holiday working will be required where bank holidays fall during term time. Time off in lieu will be granted.</p>
Pension	A contributory pension is offered through St Clare's group personal pension scheme, following a three-month deferment period. The employer pays 10% of gross salary and the employee pays 5%. Employee contributions above 5% may be made, but do not attract a matching contribution from the employer.
Other Benefits	<ul style="list-style-type: none"> • A free lunch is provided in the College dining hall on working days and when students are in residence • Season ticket loan • Cycle to Work scheme • Life Assurance • Subsidised gym membership • Employee Assistance Programme

REFERENCES AND PRE-EMPLOYMENT CHECKS

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.

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.

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.
Police and DBS checks	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.
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 Telephone: 01865 552031
Deadline for applications	This role will close 9am on Friday 5 th December 2025 Earlier applications are welcomed, and the College reserves the right to shortlist when a suitable field is available.
Date for interview	Interviews will take place in the week commencing Monday 15 th December 2025