



**Astrum Education Group**

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**Kensington Park**  
SCHOOL



**CHELSEA**  
INDEPENDENT  
COLLEGE

### **Job description and person specification**

**Job Title: Regional Recruitment Manager (UK-based overseas agents)**

**Department: Sales and Marketing**

**Reports to: Regional Director Recruitment and Marketing**

**Location: Astrum Head office, London.**

### **Job overview**

The Regional Recruitment Manager will join the existing Recruitment and Marketing Team to contribute to the expansion, diversification and increasing quality of international student recruitment. Ultimately this will be linked to the achievement of key sales and marketing objectives. The role will include the recruitment of international students from the region through:

- active engagement and development of a network of educational agents, and relationships with key organisations and partners to promote the opportunities offered by Astrum Education.
- accurate and effective communication with all stakeholders (students, parents, agents, our schools and Recruitment and Marketing colleagues) throughout each stage of the recruitment process, from initial enquiry to enrolment.
- the creation and implementation of agreed yearly regional sales and marketing plans.

The following section outlines a more detailed, but not exhaustive, description of the duties pertinent to this post:

### **Key responsibilities and capabilities**

#### **1. Sales:**

- Develop an annual sales and marketing plan with the Recruitment and Marketing Director for Astrum Education's development in the region.
- Deliver on sales targets within budget and in line with Astrum Sales and Marketing quality and diversity objectives.
- Build, service and develop a professional agent network within the target market(s).
- Establish relationships with other key partners to develop targeted channels for recruitment. These could include, but would not be restricted to: Embassies, sponsoring organisations, relocation agents, partner schools, colleges and universities.

## 2. Marketing:

- Identify and exploit efficient and effective opportunities to market Astrum Education within the market(s) through a range of channels.
- Input into and assistance with the development of a range of marketing collateral including print and electronic media and publications.
- Identify opportunities for marketing through Astrum-lead events. Manage and deliver events with colleagues and with a focus on relevant quality messages and return on investment.
- Identify and market through relevant externally-led events, such as agent exhibitions and workshops.
- Escort visiting agents, students and parents on visits to the colleges and accommodation.

## 3. Communication and compliance:

- Provide a reliable point of contact for agents, for the sales and marketing team, admissions, accommodation and colleges.
- Work within Astrum, UKVI and other bodies' guidelines and compliance regulations.

## 4. Other duties as required:

- The nature of this role and business environment in which we operate requires a large degree of flexibility and adaptability.
- Assistance during the UK peak recruitment season and arrival week will be required.

## 5. Key relationships:

- Agents
- Institutional links
- Regional Recruitment and Marketing Director
- Group Marketing Director
- Recruitment and Marketing Team
- Admissions Team
- Teams at the centres e.g. Student Support, Principals and Academics

This job description is a guide to the work the post holder will initially be required to undertake. It may be changed from time to time to meet changing circumstances by mutual agreement. It is expected that the job description will be reviewed regularly by the post holder and his/her line manager.

## **Person specification**

### **Essential**

- Excellent communication (written & verbal) skills in English
- Good people skills, cultural awareness and sensitivity
- Outstanding customer service ethic and relationship management
- Driven, self-motivated and supportive team player
- Adaptable and versatile
- Willing to travel within the UK and overseas
- Problem solver
- Able to prioritise

- Administration skills
- IT skills
- Attention to detail
- Enthusiastic and energetic
- Educated to degree level or beyond

**Desirable**

- Proven record of success in the recruitment of international students to the UK Independent School sector
- Experience of working with education agents and consultants
- Working knowledge of UKVI and other compliance issues related to the recruitment of international students
- Personal experience of studying overseas
- Understanding of international education markets
- Second language would be an advantage

**Salary**

£25k basic salary + competitive bonus scheme