



BISHOPSTROW
COLLEGE



PADWORTH
COLLEGE

INTERNATIONAL RECRUITMENT OFFICER



INSPIRING
FUTURES
EDUCATION

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Job Description

Reporting To: Director of Global Engagement & Regional Manager

Region Responsibilities: South East Asia (Thailand, Vietnam, Malaysia, Indonesia, Taiwan)

Location: TBD - South East Asia with good transport links to the markets

Key Duties and Responsibilities

Training will be provided and it is not expected that candidates will have prior experience in all aspects of the role specific to the school sector.

Specific country markets will be allocated and all members of the team may be required to support IFE's new markets.

	Key Duties
Overall Purpose of the Role	<p>This post holder will support the Director of Global Engagement and Regional Manager in increasing the number of international students in the region by supporting activity in nominated target markets. The post holder will also play an important role in the development and delivery of marketing and recruitment activity to address strategic objectives and specifically, meet enrolment targets.</p> <p>The post holder will work closely with the Regional Manager to deliver on the agreed recruitment strategy and enrolment targets for the assigned region/markets set by the Director of Global Engagement.</p>
Main Duties and Responsibilities	<p>Reporting to the Director of Global Engagement:</p> <p>Plans</p> <ul style="list-style-type: none">• Implement agreed marketing and recruitment strategy for specified region as above (Thailand, Vietnam, Malaysia, Indonesia, Taiwan) <p>Advice</p> <ul style="list-style-type: none">• Provide effective briefing to IFE colleagues undertaking travel for marketing and recruitment purposes to agreed markets.• Give professional advice and guidance relating to IFE activity in specific target markets within the region.• Deliver marketing activity in countries to drive objectives and contribute to the delivery of regional targets set by the Director of Global Engagement.• Coordinate and undertake recruitment and promotional visits to key cities under the guidance of the Regional Manager.• Play a supporting role in the region's activity.



	<ul style="list-style-type: none"> • Provide expert information, advice and guidance to potential students and their parents about the benefits of studying at IFE colleges, by attendance at exhibitions, briefing and training education agents, conducting student meetings etc. • Provide regular reporting on performance compared to target.
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Key Duties	
<p>Main Duties and Responsibilities (cont'd.)</p>	<p>Advice (cont'd.)</p> <ul style="list-style-type: none"> • Provide market insight to assist in the compilation of monthly activity reports. • Implement marketing campaigns in the region under the guidance of the Regional Manager, to develop agent activity. • Ensure appropriate and prompt action is taken after agent visits and events, including the following-up of enquiries, post event written reports and analysis to support conversion and future planning. • Liaise closely with the Registrars to ensure a coordinated approach to enquiries and admissions and excellent customer service. • Develop innovative and creative ways to promote IFE in the region. • Conduct initial student meetings and provide guidance and advice on next steps, in the context of the admissions criteria agreed with the Director of Global Engagement. Ensure that prospective students complete all pre-interview requirements (e.g., online Application Form, copies of relevant transcripts) and liaise with the Registrars to arrange formal interviews online. • Maintain accurate records of interviews and meetings with agents, parents and other stakeholders. Collate all associated documentation on the Salesforce record. <p>Projects</p> <ul style="list-style-type: none"> • Manage casework and/or coordination of small projects, such as developing alumni network, parent association etc. <p>Communication</p> <ul style="list-style-type: none"> • Develop and manage good working relationships with key influencers/stakeholders, including the British Council, agencies and other appropriate organisations in the region and ensure they receive regular promotional materials, training and information about IFE and its colleges. • Contribute to the development of relevant country pages of the international website to ensure content is up-to-date. • Contribute to the development of country-specific collateral, including the collation and exploitation of case studies.



	<p>Agents</p> <ul style="list-style-type: none"> • Help produce regular reports on agent performance. • Ensure the profile of the IFE colleges is always high in agent offices, through regular and comprehensive agent briefings, display materials, etc. • Support the regular briefing of agents in country and compile relevant information for regular mailing to agents advising them of updates from the colleges.
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Key Duties	
<p>Main Duties and Responsibilities (cont'd.)</p>	<p>Agents (cont'd.)</p> <ul style="list-style-type: none"> • Develop a portfolio of regional contacts (e.g., agents, schools, influential family members) through ongoing contact with international students once they have commenced their studies in the UK. • Ensure Salesforce is up-to-date with agent contact and information. <p>Partnerships</p> <p>Under the direction of the Director of Global Engagement & Regional Manager:</p> <ul style="list-style-type: none"> • Further build and strengthen links with existing partners and identify any potential new areas for growth. • Effectively negotiate with agents to serve optimum outcomes for the IFE colleges. • Work in partnership with NCUK to maximise opportunities and share market intelligence. • Ensure appropriate and prompt follow up action is taken after visits and events, including analysis to support conversion and future planning. <p>Monitor</p> <ul style="list-style-type: none"> • Ensure all activity takes place within assigned regional budgets. • Represent Bishopstrow and Padworth according to the policies and guidelines set by IFE. <p>Analysis</p> <ul style="list-style-type: none"> • As directed by the Director of Global Engagement, undertake market research and disseminate market intelligence to produce country and market analysis including monitoring competitor activity.



	<p>Other</p> <ul style="list-style-type: none"> • Assist the Principal/Deputy Principal/Director of Studies in resolving issues that involve parental or agent contact, such as debt collection, school reports or disciplinary matters. • Be fully conversant with UKVI sponsorship and compliance requirements. Support the Registrars in collating documents prior to the application process for Child Student and Student visas.
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Person Specification

	Essential	Desirable	Basis of Assessment
Qualifications	<ul style="list-style-type: none"> • Qualifications to degree level 	<ul style="list-style-type: none"> • Marketing qualification 	<ul style="list-style-type: none"> • Application Form • Certificates
Experience	<ul style="list-style-type: none"> • Previous work experience in an international education environment 	<ul style="list-style-type: none"> • Interest in foreign languages 	<ul style="list-style-type: none"> • Application Form • Interview • References
Skills	<ul style="list-style-type: none"> • IT skills, including a sound knowledge of Microsoft PowerPoint, Word, and Excel • Able to work with database and CRM systems • Excellent communication skills, both written and oral • Excellent attention to detail • Capacity to work efficiently in order to meet tight deadlines • Ability to plan travel and meeting schedules • Ability to run seminars and to give effective presentations 	<ul style="list-style-type: none"> • Salesforce CRM experience 	<ul style="list-style-type: none"> • Application Form • Interview • References
Knowledge	<ul style="list-style-type: none"> • Office administration systems • An understanding of UK university & boarding schools entrance procedures • A comprehensive knowledge of the UK 	<ul style="list-style-type: none"> • Knowledge of cultural, religious and gender issues • Knowledge of UKVI Child Student and Student visa requirements 	<ul style="list-style-type: none"> • Application Form • Interview • References



	education system in the context of international students		
Personal Attributes	<ul style="list-style-type: none">• Able to work independently• Willingness to work beyond normal office hours, particularly at times of peak workload and at weekends• Interest in working with young people• Ability to react effectively to unexpected solutions• Good negotiating skills, combined with tact and diplomacy• Friendly, outgoing and helpful manner• Willingness to undertake overseas travel on a regular basis		<ul style="list-style-type: none">• Application Form• Interview• References

Terms and Conditions

A formal Contractor Agreement detailing terms and conditions will be drawn-up on appointment. The following notes provide guidance, without prejudice, on the likely main provisions:

Salary

Competitive package, subject to experience.

Holidays

Holiday entitlement is 15 days annual leave plus local Bank Holidays.

Application Process

To find out more about the post, IFE or Bishopstrow and Padworth Colleges, please contact Gladiz Ng (Regional Manager, Asia) or Betty Dagistan (Director, Global Engagement):

Email: Gladiz.ng@ifedu.com or betty.dagistan@ifedu.com

Applications are encouraged as early as possible. For an Application Form, please email: recruitment@ifedu.com