



**ST JOSEPH'S  
COLLEGE**

Appointment of

# Head of Student Recruitment

November 2024

## The Opportunity:

As the Head of Student Recruitment, you will take a lead role in the College's growth and sustainability by developing and executing a comprehensive student recruitment strategy to attract increasing numbers of students and families to St Joseph's College. You will work closely with the Senior Leadership Team to drive enquiries and admissions, enhance the College's profile, and establish St Joseph's College as the independent school of choice for prospective families. This new role offers an exciting opportunity to play a key role in this renewed focus for the College with an emphasis on generating interest and broadening the pool of potential applicants.

The Head of Student Recruitment is responsible for developing, executing and overseeing strategies to attract and recruit students to the school across all ages in both day and boarding. This role is central to building and maintaining a strong pipeline of prospective students and ensuring the school meets its enrolment goals.

The successful candidate will have a proven ability to lead and manage organisational transformation, leading the team to deliver an exceptional customer journey for every prospective family.





## The Environment:

St Joseph's College is an independent school with Christian values that gives students space to thrive. Being part of the St Joseph's community is a once-in-a-lifetime experience. We provide a stable foundation for students and we take happiness very seriously.

At St Jo's we support the intellectual, spiritual, physical and emotional growth of every pupil. We firmly believe that children who thrive are the happiest of all and this creates an environment that is inspirational for staff as well as students.

An energetic and forward-thinking community, St Jo's is a day and boarding school for boys and girls aged 2-19 years.





## The Small Print:

8.30am to 5.00pm Monday to Friday year-round contract. This is a full time, year-round role working 37.5 hours per week. There is also a requirement to work some evenings and weekends in order to attend events for prospective and current parents. The postholder will be entitled to 23 days annual leave, plus bank holidays. National and International travel will be required.

Pay Scale: Depending on experience

Reports to: Principal

The College offers fee remission to staff, a percentage of tuition day fees will be waived for members of staff where their child/ren has enrolled and been accepted via the normal entrance assessment process. The concession rate for this post is 50%.



## #Teamstjos

The Head of Student Recruitment reports to the Principal and is responsible for line-managing the team dealing with Admissions both UK and International, Overseas Liaison and EAL.

The Head of Student Recruitment will have close working relationships with the Deputy Principal, the Director of Marketing and Engagement, the Head of Prep School, the Director of Business Development and Operations, the Director of Sport, the Head of Sixth Form, the IT Network Manager and the Heads of Faculty.





## Characteristics:

You will be a highly motivated and results-driven individual with a passion for education and an understanding of the independent school sector. With a proven track record in recruitment or sales, ideally within an educational setting, you will be a strategic thinker with a flair for relationship-building and delivering exceptional customer service. A strong communicator, you will bring creativity and innovation to the role while ensuring that every interaction reflects the warmth, excellence and values of St Joseph's College.

## Specific Responsibilities

### Planning and Leadership:

- Transforming the College's approach to student recruitment, developing and implementing effective changes that align with the College's vision and strategic direction, ensuring stakeholder buy-in and minimal disruption.
- Developing and leading implementation of the school's overall student recruitment strategy across both domestic UK and international students, aligning this with the College's overall strategic direction.
- Collaborating with the school leadership to understand enrolment needs including desired student demographics, geographic reach and provision-specific goals.
- Overseeing the recruitment budget, allocating resources effectively to maximise outreach and recruitment efforts.
- Achieving clear, measurable recruitment targets and tracking and reporting progress towards meeting them.

## Outreach and Relationship Building

### In the UK:

- Identifying and cultivating relationships with key stakeholders, including feeder schools, local community organisations and educational consultants.
- Leading the team in building strong relationships with prospective families through all aspects of the recruitment and admissions process, answering questions, and providing personalised support during the decision-making process.
- Building a bespoke outreach plan to drive pupil recruitment into the Nursery and Prep School generating tangible leads and championing enrolment growth initiatives.

### International:

- Recruitment strategy development: creating and implementing strategies for recruiting international students, in collaboration with the team, to drive enrolment from target regions.
- Overseeing regional market development: researching and identifying new markets for recruitment, evaluating potential agents, and establishing relationships in emerging or underrepresented regions.
- Overseeing international agent relationships: working with the Director of Business Development and Operations and the International Liaison Officers within the team to develop and evolve relationships with international education agents in key regions, ensuring they are well-informed about the College's provision and recruitment goals.
- Overseeing lead generation and conversion: working with agents to generate leads and convert enquiries into applications and enrolments. Tracking agent-driven applications and ensuring that prospective students are guided through the admissions process.
- Managing recruitment efforts in global markets, including travel to international recruitment fairs or working with agents abroad.

### **Data Analysis and Reporting:**

- Work in partnership with the IT Network Manager to embed a digitised Admissions process; mapping and optimising the admissions workflow, identifying manual tasks and data entry points that could be automated. Integrate the College's CRM throughout the admissions workflow and work with the Marketing team to integrate web forms for enquiries and applications so that data is automatically captured.
- Use data insights to adjust recruitment strategies and optimise outreach efforts to meet enrolment targets. Use the CRM's analytics features to forecast enrolment trends based on data, helping to predict application volumes, yield and other key performance indicators.
- Track, analyse and report recruitment data weekly, including enquiry and application numbers, conversion rates and demographic trends.
- Report regularly to senior leadership on recruitment progress, challenges and opportunities for growth.

### **Departmental Collaboration:**

- Develop, lead and role-model strong working relationships with other key departments within the College, ensuring seamless communication between the student recruitment office and the marketing team, business development team, academic departments, boarding and finance teams.
- Work closely with the marketing team to ensure regular review of marketing campaigns and collateral analysing how they contribute to lead generation.
- Share forecast enrolment trends data with faculty and department heads to facilitate effective planning and to highlight any areas of low enrolment.
- Work effectively with the faculty and department heads for review and assessment, ensuring that each applicant's qualifications are reviewed in a timely and efficient manner.



### **Lead the delivery of exceptional Customer Experience:**

- Work closely with the Director of Marketing and Engagement to personalise the prospective family experience guaranteeing that it is always welcoming and informative.
- Lead and manage the team to deliver timely, effective and pro-active follow up with prospective families, booking them on to the next micro conversion engagement, whether that is an event, tour or phone call.

### **Other responsibilities:**

- Compliance and best practice: ensure that all agent activities comply with the College's policies, legal requirements, and ethical recruitment standards. Monitor agent performance and ensure they are following best practices in student recruitment.
- Visa Sponsorship compliance: Ensure the school maintains its UKVI Sponsor License status, staying up to date with changes in immigration rules and regulations.
- Ensure that the school's recruitment efforts reflect a commitment to diversity, equity, and inclusion.
- Strong administrative and literacy skills are required with the ability to proof-read and check work to ensure precision and accuracy. A clear, accurate and concise writing style is required.
- Relationship building, confidence in personal interactions and communications on the phone and by email is a must.

This job description will be reviewed annually and may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the College in relation to the post holder's professional responsibilities and duties.

**St Joseph's College, as an aware employer, is committed to safeguarding and promoting the well-being of children and young people as its number one priority. Robust recruitment selection and induction procedures operate throughout the College and extend to services linked on its behalf.**

## Person Specification:

	<u>Essential</u>	<u>Desirable</u>
Educational qualifications	<ul style="list-style-type: none"> <li>• A good standard of education with A-levels or Level 3 qualifications</li> <li>• GCSE English and Maths</li> <li>• Highly literate and numerate with proven commercial acumen</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level</li> <li>• A-level English</li> <li>• Another language</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Working in sales/recruitment (students) in an educational institution</li> <li>• Working in a sales and target driven environment</li> </ul>	<ul style="list-style-type: none"> <li>• In depth appreciation of the principles and practices of independent schools' recruitment with a proven track record of developing and executing student recruitment strategies</li> <li>• International travel linked to student recruitment</li> </ul>
Communication skills	<ul style="list-style-type: none"> <li>• Exceptional spoken and written skills</li> <li>• Ability to communicate with families from all backgrounds and cultures</li> <li>• Outstanding interpersonal skills - able to interact well with people at all levels</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to communicate in another language</li> <li>• Experience in managing and leading a team, including mentoring and performance management</li> <li>• Ability to coordinate cross-functional teams and work collaboratively with academic and administrative departments</li> </ul>
Practical and intellectual skills	<ul style="list-style-type: none"> <li>• Excellent IT skills</li> <li>• Ability to obtain, analyse and present information</li> <li>• Skilled at data interpretation with a focus on analytic reporting</li> <li>• Adept at monitoring local, national and international competitors and ability to disseminate key insights</li> <li>• Adept at successfully managing and tracking department budget</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of online student recruitment platforms and trends</li> <li>• Strong skills in managing and building relationships with prospective students, feeder schools and agents</li> <li>• Strong organisational skills with the ability to manage multiple projects and deadlines simultaneously</li> <li>• Ability to prioritise tasks and work under pressure</li> </ul>
Disposition and attitude	<ul style="list-style-type: none"> <li>• Empathy with families with a genuine passion for helping students through the recruitment process</li> <li>• Ambitious and driven with regard to sales targets</li> <li>• Can-do and solution-focused with a consistent positive approach</li> <li>• Hardworking and adaptable to the needs of the department</li> <li>• Must be able to work as a member of a team</li> <li>• High level of personal presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to adapt to changing market conditions and new trends in student recruitment</li> <li>• Creative thinking to devise new approaches to attract a diverse pool of applicants</li> </ul>



