



## **Inspiring Futures Education International Recruitment Officer**

Full-time, year-round to start ASAP.

**Inspiring Futures Education ('IFE')** is seeking to appoint an International Recruitment Officer.

The successful candidate will be responsible for international recruitment in one of the following regions - South East Asia, CIS or West Africa - and will have a pivotal role to play in ensuring we achieve our growth expectations at the IFE colleges, namely Bishopstrow College and Padworth College, and beyond.

The successful candidate will be part of a team of International Recruitment Officers in key international source regions globally and will be managed by the Director of Global Engagement. S/He will report directly to the Director of Global Engagement.

This is an exciting time in IFE's development. Established in March 2014, as a platform in the international education market, IFE acquired Bishopstrow College in August 2014 and Padworth College in October 2018. Established in Warminster, Wiltshire in 2006, Bishopstrow College is a leading independent international boarding school, offering English language and academic pathway programmes to prepare international students, aged 7 to 17 years, for entry to top boarding schools. Established in 1963, Padworth College is a small sixth form international boarding college, offering academic programmes (I/GCSE, A Level and NCUK International Foundation Year) to prepare international and British students, aged 14-19 years, for entry to top universities.

The Directors of IFE have ambitious plans for growth at both colleges. Bishopstrow College currently has c.70 boarding students enrolled per term (FTE basis), with capacity for up to c.100 boarders. Enrolments range from c.50 students in Term 1 to c.90 students in Term 4. Padworth College currently has c.60 students enrolled (c.80% international). The College's Vision 2025 is predicated on growth to c.150 students over the next 5 years.

At both Bishopstrow and Padworth, growth is expected to come from:

- Existing key source markets globally, plus new markets, underpinned by the development of existing and new agent relationships;
- The launch of new programmes, such as the NCUK International Foundation Year and an 18 month A Level Programme at Padworth;
- The development of relationships with destination schools (Bishopstrow) and local feeder schools (Padworth);
- Partnerships with schools overseas; and
- Growth in the number of direct applications, as a result of ongoing investment in digital marketing.

In addition to the above, there is also scope to re-launch a Summer School at Padworth.

Both colleges moved their provision online as a result of the global pandemic, but returned to face-to-face teaching in September 2020, with hybrid delivery available for most of the 2020/21 academic year.



## **Bishopstrow College**

Founded in 2006, Bishopstrow College is a leading international boarding school offering English language and academic pathway programmes to prepare international students, aged 7-17 years, for entry into top boarding schools in the UK and overseas.

The key programmes are:

- Junior College Programme (Key Stage 2): Ages 7-11;
- Middle College Programme (Key Stage 3): Ages 11-14;
- Senior College Programme (Key Stage 4): Ages 14-17; and
- One Year IGCSE Programme: Ages 15-16.

The College's programmes revolve around English language and academic preparation, plus preparation for boarding. Students normally progress to some of the UK's leading boarding schools.

The College operates an innovative four-term academic year, with students enrolling in September, January, March and June. Students can enroll for as little as one term up to a year. A five-week Academic Summer Programme is offered during Term 4, with two start dates. Whilst most referrals are from agents, the College also benefits from referrals from 'destination schools', with c.100 Teaching Partnerships in place to offer a combined Child Student visa combining the pre-session course at Bishopstrow and the main course of study at the partner school.

Students are drawn from up to 20 countries, including China, Russia, Thailand, Japan, Kazakhstan, Hong Kong and Ukraine. The majority of students continue their education at a mainstream boarding school, gaining entry to some of the UK's top schools and colleges, including Bradfield College, Charterhouse, Kingswood, Port Regis, Prior Park College, St George's Ascot, Summer Fields and The Dragon School.

In addition to English language provision, all students study a broad mainstream subject curriculum, including History, Geography, Mathematics and Science. There is also an active sports and activities programme, with a variety of clubs offered and daily sports, plus weekend trips and excursions.

The College achieves outstanding value added via small-group teaching (maximum of 8 students for English and 12 for other academic subjects), regular assessment and outstanding pastoral care. All students reside in one of the College's boarding houses, which consist of Barrow House on the main campus, Riverside House and Mandalay House, both across the road from the main campus and Adhelms, a senior boys' house, which is located a short distance from the College. From time-to-time, a small number of day students are also enrolled.

In 2020/21, the College achieved 100% success in IGCSEs, with 69% of grades awarded being Grades 9-7 (A\*-A) and 98% of grades awarded being Grades 9-4 (A\*-C). The College also has an enviable track record of success in the Cambridge English Language Assessment examinations, with 100% pass rate in the Key English Test (KET), Preliminary English Test, (PET) and First Certificate in English (FCE) over the past four years.

Bishopstrow College is a vibrant community of hard-working international students, who are supported and inspired by highly qualified, experienced staff in a pleasant, well-resourced campus located in the village of Bishopstrow. The College occupies an 8 acre site, on the edge of Warminster, a traditional market town, close to the historic cities of Bath and Salisbury, about 90 minutes' drive from the outskirts of London.



## **Padworth College**

Padworth College was established in 1963 by Oxford University tutor, Peter Fison and a group of Oxford dons, whose vision was to bring Oxford's educational philosophy of tutorial teaching to school-level education. Originally a sixth form boarding school for girls, the College became co-educational in 2005. Today, Padworth offers a well-rounded academic and co-curricular programme for students aged 14 to 19:

- Years 10 and 11: I/GCSE.
- Years 12 and 13: A Level and NCUK International Foundation Year programme.

The College is a boarding and day school, providing an excellent preparation for entrance into top universities in the UK.

Padworth has capacity for c.100 boarders and c.20 day students. Historically, about 70% of enrolments have related to students in Years 12 and 13, with a similar mix in terms of international students (c.80%) and domestic students (c.20%). Students are enrolled from up to 30 countries.

Padworth College offers a unique educational experience and provides a stepping stone between traditional school education and university studies. Students are closely supervised and supported, but also learn how to study independently and to develop study skills that will allow them to thrive in a university environment.

Key features include:

- A strong focus on the development of independent learning to facilitate the transition from A Level or Foundation to university;
- A commitment to realising academic potential and finding the right career pathways for the individual;
- Small class sizes (average 8-10);
- A diverse international community, with the student body made up of up to 30 nationalities;
- Flexible subject combinations, with students offered advice on optimal study plans at the point of admission;
- Oxbridge tutorial style education with Personal Tutors supporting university applications;
- Medical and Oxbridge Preparation Programmes provided at no extra cost;
- The opportunity to board on a full-time, weekly or flexible basis with high quality pastoral support, promoting independence and aiding the transition to university;
- A high level of contact between staff, parents, and students;
- Personalised learning plans with regular testing, leading to focused target setting for each individual student;
- Extensive sports and extra-curricular activities; and
- Excellent track record of placing students in leading UK universities.

In 2020/21, 78% of all A Level grades awarded to Padworth College students were A\*, A or B grades and 89% of grades awarded were A\*-C grades. At GCSE level, 39% of grades awarded were grades 9-6 (equivalent to A\*-B), a great achievement considering many of the GCSE cohort are non-native English speakers.

The College operates from a 11-acre site, south of Padworth village and approximately 2 miles off the A4 arterial road linking Reading with Newbury, with good rail links to Aldermaston station just a few minutes away. The College itself lies approximately 9 miles to the east of Reading. The site incorporates the original Grade 2\* listed Georgian country house, Padworth House, which has since been converted to a college, extended and adapted to suit, plus a number of extension buildings of varying ages, including student accommodation blocks and the teaching block. Other facilities include tennis courts and an outdoor heated swimming pool. The site also includes a pond and areas of woodland.



## INSPIRING FUTURES EDUCATION

Both Bishopstrow and Padworth are registered with the Independent Schools Inspectorate and are accredited members of the Independent Schools Association and the Boarding Schools Association. They are also accredited by the British Council for the teaching of English (to international students) in the UK, under the Accreditation UK Scheme and are members of English UK. In addition, Bishopstrow is a member of BAISIS and Padworth is a member of CIFE.

Further information on IFE can be found at [www.ifedu.com](http://www.ifedu.com)



## Job Description

**Reporting To:** Director of Global Engagement  
**Region Responsibilities:** South East Asia, West Africa or Russia/CIS  
**Location:** Hong Kong or Thailand, Nigeria and Russia

## 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
<b>Overall Purpose of the Role</b>	<p>This post holder will support the Director of Global Engagement 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 Director of Global Engagement to deliver on the agreed recruitment strategy and enrolment targets for the assigned region/markets.</p>
<b>Main Duties and Responsibilities</b>	<p>Reporting to the Director of Global Engagement:</p> <p><b>Plans</b></p> <ul style="list-style-type: none"><li>• Implement agreed marketing and recruitment strategy for specified region as above (South East Asia, West Africa or Russia/CIS)</li></ul> <p><b>Advice</b></p> <ul style="list-style-type: none"><li>• Provide effective briefing to IFE colleagues undertaking travel for marketing and recruitment purposes to agreed markets.</li><li>• Give professional advice and guidance relating to IFE activity in specific target markets within the region.</li><li>• Deliver marketing activity in countries to drive objectives and contribute to the delivery of regional targets set by the Director of Global Engagement.</li><li>• Coordinate and undertake recruitment and promotional visits to key cities under the guidance of the Director of Global Engagement.</li><li>• Play a supporting role in the region's activity.</li><li>• 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.</li><li>• Provide regular reporting on performance compared to target.</li></ul>



Main Duties and Responsibilities (cont'd.)	Key Duties
	<p><b>Advice (cont'd.)</b></p> <ul style="list-style-type: none"> <li>• Provide market insight to assist in the compilation of monthly activity reports.</li> <li>• Implement marketing campaigns in the region under the guidance of the Director of Global Engagement, to develop agent activity.</li> <li>• 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.</li> <li>• Liaise closely with the Registrars to ensure a coordinated approach to enquiries and admissions and excellent customer service.</li> <li>• Develop innovative and creative ways to promote IFE in the region.</li> <li>• 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.</li> <li>• Maintain accurate records of interviews and meetings with agents, parents and other stakeholders. Collate all associated documentation on the Salesforce record.</li> </ul> <p><b>Projects</b></p> <ul style="list-style-type: none"> <li>• Manage casework and/or coordination of small projects, such as developing alumni network, parent association etc.</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Contribute to the development of relevant country pages of the international website to ensure content is up-to-date.</li> <li>• Contribute to the development of country-specific collateral, including the collation and exploitation of case studies.</li> </ul> <p><b>Agents</b></p> <ul style="list-style-type: none"> <li>• Help produce regular reports on agent performance.</li> <li>• Ensure the profile of the IFE colleges is always high in agent offices, through regular and comprehensive agent briefings, display materials, etc.</li> <li>• Support the regular briefing of agents in country and compile relevant information for regular mailing to agents advising them of updates from the colleges.</li> </ul>



Main Duties and Responsibilities (cont'd.)	Key Duties
	<p><b>Agents (cont'd.)</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Ensure Salesforce is up-to-date with agent contact and information.</li> </ul> <p><b>Partnerships</b></p> <p>Under the direction of the Director of Global Engagement:</p> <ul style="list-style-type: none"> <li>• Further build and strengthen links with existing partners and identify any potential new areas for growth.</li> <li>• Effectively negotiate with agents to serve optimum outcomes for the IFE colleges.</li> <li>• Work in partnership with NCUK to maximise opportunities and share market intelligence.</li> <li>• Ensure appropriate and prompt follow up action is taken after visits and events, including analysis to support conversion and future planning.</li> </ul> <p><b>Monitor</b></p> <ul style="list-style-type: none"> <li>• Ensure all activity takes place within assigned regional budgets.</li> <li>• Represent Bishopstrow and Padworth according to the policies and guidelines set by IFE.</li> </ul> <p><b>Analysis</b></p> <ul style="list-style-type: none"> <li>• 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.</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul>



**Person Specification**

	<b>Essential</b>	<b>Desirable</b>	<b>Basis of Assessment</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Qualifications to degree level</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing qualification</li> </ul>	<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Certificates</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Previous work experience in an international education environment</li> </ul>	<ul style="list-style-type: none"> <li>• Interest in foreign languages</li> </ul>	<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Interview</li> <li>• References</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• IT skills, including a sound knowledge of Microsoft PowerPoint, Word, and Excel</li> <li>• Able to work with database and CRM systems</li> <li>• Excellent communication skills, both written and oral</li> <li>• Excellent attention to detail</li> <li>• Capacity to work efficiently in order to meet tight deadlines</li> <li>• Ability to plan travel and meeting schedules</li> <li>• Ability to run seminars and to give effective presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Interest in foreign languages</li> <li>• Salesforce CRM experience</li> </ul>	<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Interview</li> <li>• References</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Office administration systems</li> <li>• An understanding of UK university entrance procedures</li> <li>• A comprehensive knowledge of the UK education system in the context of international students</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of cultural, religious and gender issues</li> <li>• Knowledge of UKVI Child Student and Student visa requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Interview</li> <li>• References</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Able to work independently</li> <li>• Willingness to work beyond normal office hours, particularly at times of peak workload and at weekends</li> <li>• Interest in working with young people</li> <li>• Ability to react effectively to unexpected solutions</li> <li>• Good negotiating skills, combined with tact and diplomacy</li> <li>• Friendly, outgoing and helpful manner</li> <li>• Willingness to undertake overseas travel on a regular basis</li> </ul>		<ul style="list-style-type: none"> <li>• Application Form</li> <li>• Interview</li> <li>• References</li> </ul>





## **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 25 days annual leave plus Bank Holidays.

### **The Application Process**

To find out more about the post, IFE or Bishopstrow and Padworth Colleges, please contact Mark Jeynes, Director:

Email: [mark.jeynes@ifedu.com](mailto:mark.jeynes@ifedu.com)

Tel: +44 (0) 7769 651028

Applications are encouraged as early as possible. For an application pack, please email: [recruitment@ifedu.com](mailto:recruitment@ifedu.com)