



JOB DESCRIPTION

JOB TITLE:	International Marketing and Recruitment Officer
REPORTS TO:	Assistant Principal
SALARY:	SSP 14 £31,324pa
WORK PATTERN:	Full Time, 37 hours, Monday – Friday
CONTRACT:	All Year Round

PURPOSE

To lead the marketing, promotion and recruitment of the College's international provision, developing innovative campaigns, partnerships and student recruitment activity that strengthens the College's international profile and delivers sustainable growth in student numbers.

The postholder will be responsible for raising the profile of the College internationally, generating enquiries and applications through targeted marketing activity, developing strategic recruitment partnerships, managing the international applicant pipeline, and ensuring all pre-enrolment processes are fully compliant with UKVI and Ofsted requirements. The role combines international marketing, business development, recruitment, compliance and stakeholder management to support the continued growth and success of the College's international provision.

KEY RESPONSIBILITIES

1. International Marketing, Brand Development and Promotion

- Develop and deliver an international marketing plan aligned with the College's recruitment priorities, target markets and growth objectives.
- Work with marketing teams to develop market-specific campaigns.
- Plan and coordinate marketing activity across appropriate channels, including digital platforms, social media, email communications, events, agent networks and partner organisations.
- Produce and contribute to high-quality promotional materials for international audiences.
- Develop engaging content that communicates the benefits of studying at the College to prospective students, parents, agents, schools and international partners.
- Ensure international marketing content is current, accurate, audience-appropriate and aligned with the College's wider brand and communications strategy.

- Ensure consistent and compliant messaging across all external communications.
- Promote the College brand internationally.
- Use market insight, applicant feedback and recruitment data to identify appropriate audiences, messages and promotional opportunities.
- Support the development and maintenance of international content across the College website and digital platforms.
- Coordinate the collection and use of photography, video, student stories and other digital content to support international recruitment campaigns.
- Lead the design and positioning of international student trips, visits and enrichment programmes to ensure alignment with target markets, agent expectations and recruitment strategy.
- Ensure that student experiences are effectively captured and translated into high-quality marketing content, including liaison with alumni to develop case studies, testimonials and digital assets to support recruitment activity.
- Monitor the effectiveness of international marketing activity and use findings to improve future campaigns, engagement and conversion.

2. International Recruitment and Market Development

- Develop and deliver recruitment strategies across key international markets.
- Translate recruitment priorities into targeted marketing and promotional activity for specific countries, audiences and student groups.
- Identify, develop and manage agent and partner relationships.
- Plan and deliver international recruitment activity, including visits, recruitment events, presentations and exhibitions.
- Represent and promote the College at international recruitment fairs, school visits, agent events and other promotional activities.
- Develop presentations, information materials and follow-up communications that support international recruitment activity.
- Monitor recruitment performance against targets and implement strategies to improve conversion rates.
- Participate in a rota to hold the international emergency phone. While on rota, act as first point of contact for urgent welfare and safeguarding concerns, undertaking initial triage and ensuring prompt escalation to safeguarding leads. This includes incidents involving students in Larchwood and St James.

3. Agent and Partner Management (Full Ownership)

- Manage and grow a network of international recruitment partners.
- Develop marketing resources, campaign materials and communications that enable agents and partners to promote the College effectively.
- Ensure agents and partners receive accurate, current and compelling information about the College, its courses and the international student experience.

- Ensure all agents operate in line with College expectations and compliance standards.
- Lead communication with partners, including briefings, updates and promotional activity, including but not limited to JLC Connect.
- Coordinate joint promotional activity with agents, schools and partners where appropriate.
- Support agents and partners to communicate the College's offer consistently and accurately within their markets.
- Evaluate partner performance and take action where required.

4. Applicant Pipeline and Conversion

- Manage the applicant journey from enquiry through to enrolment.
- Develop timely and engaging communications for prospective students and applicants at each stage of the recruitment process.
- Use appropriate marketing and conversion activity to maintain applicant engagement between initial enquiry, application, offer and enrolment.
- Coordinate and conduct student interviews to assess suitability and credibility.
- Work with admissions to ensure an efficient and effective application process.
- Drive conversion from offer to enrolment.
- Identify points within the applicant journey where additional communication, content or intervention could improve engagement and conversion.
- Support the development of pre-arrival information and communications that build applicant confidence and prepare students for enrolment.

5. International Projects and Growth

- Lead recruitment for summer schools and short-term programmes.
- Develop targeted marketing activity to promote summer schools, short-term programmes and other international opportunities.
- Identify new markets and opportunities for expansion.
- Undertake market research to identify potential audiences, emerging opportunities and appropriate routes to market.
- Support strategic international partnerships.
- Contribute to the promotion and positioning of new international projects, partnerships and programmes.
- Work with agents, schools, alumni and other stakeholders to increase awareness of the College and extend its international reach.

6. Data, Finance and Reporting

- Monitor recruitment data, trends and performance.
- Monitor marketing engagement and campaign performance, using available data to evaluate impact and inform future activity.

- Track the relationship between marketing activity, enquiries, applications, offers and enrolments.
- Use recruitment and market data to identify areas requiring additional marketing, communication or conversion activity.
- Support fee tracking and payment processes in collaboration with finance.
- Provide reports to senior leaders on recruitment activity and outcomes.
- Report on the effectiveness of international marketing activity, including audience engagement, enquiry generation and applicant conversion where appropriate.

7. UKVI Compliance – Pre-Enrolment (Lead Responsibility)

- Hold responsibility for the compliance of all pre-enrolment processes with UKVI requirements.
- Conduct and document genuine student interviews in line with UKVI expectations.
- Ensure all applicants meet visa requirements prior to offer and CAS issuance.
- Prepare and input accurate CAS documentation and supporting evidence.
- Ensure all agent and partner activity aligns with UKVI compliance expectations.
- Ensure that international marketing and recruitment communications provide accurate information and do not create misleading expectations for applicants, parents, agents or partners.
- Maintain up-to-date knowledge of UKVI and Ofsted requirements relating to international recruitment, interviews and CAS processes, reporting any changes or implications to the SLT link.

8. CAS Process Management

- Lead the preparation and submission of CAS information.
- Ensure accuracy and completeness of all supporting documentation.
- Work with the Student Experience and Compliance Officer to ensure appropriate checks and controls prior to CAS issuance.
- Maintain clear audit trails for all CAS decisions.

ACCOUNTABILITY SUMMARY

This role is accountable for:

- International marketing and promotional activity.
- Development and delivery of market-specific recruitment campaigns.
- The College's international brand presence and communications.
- International recruitment performance.
- Applicant engagement and conversion.
- Agent and partner networks.
- Pre-enrolment UKVI compliance.

- CAS accuracy and interview integrity.
- Growth of international student numbers.

IN ADDITION TO THE ABOVE-MENTIONED ATTRIBUTES THE POSTHOLDER WILL BE EXPECTED TO:

- To support effective safeguarding of all young people throughout the College.
- To attend as necessary, meetings of all College Staff.
- To adhere to College policies and procedures e.g. Equality and Diversity; Health and Safety.
- To undertake any such other duties as may be required, commensurate with the post which do not change the character or purpose of the post which are necessary to maintain outstanding standards.

The job description is an outline of the key tasks and responsibilities and is not intended as an exhaustive list. The job may change over time to reflect the changing needs of the College, as well as the personal development needs of the post holder.

We strive for equality throughout the college and positively encourage applications from all sections of the community. The College has a strong commitment to safeguarding and promoting the welfare of young people and vulnerable adults and all appointments are subject to an enhanced DBS clearance.

LEON RILEY

Principal

Employee Signature *Date.....*

Line Manager..... *Date.....*

Person Specification

AF = Application Form Q = Qualification I = Interview Process

Relevant Experience	Desirable /Essential	Assessment Method
Excellent communication, literacy, and numeracy skills	E	AF I
IT literate, having good working knowledge of Google Suite packages with the ability to create spreadsheets and databases	E	AF
Have a high degree of organisational skills which are essential for student arrivals, student placements, arranging summer schools and maintaining links with the local community	E	AF I
The ability to monitor student attendance and tuition fees and take appropriate action when necessary	E	AF I
The ability to develop and support student enrichment activities	E	AF I
The ability to multi-task and meet tight deadlines as well as the ability to work in a busy environment	E	AF I
To be imaginative and resourceful in responding to situations	E	AF I
Be able to work as part of a team as well as be able to work independently with initiative	E	AF I
Flexible in approach to duties and be able to provide out of hours telephone cover and work additional hours for events such as parents evening	E	AF I
Must be able to travel across North Lincolnshire and Hull as required	E	AF I

Be aware of/have knowledge of OFSTED/Care Standards inspection process	D	AF I
Education and Training	Desirable /Essential	Assessment Method
Level 2 A* - C (or equivalent) in English and Maths	E	Q
Recognised teaching qualification (e.g. PGCE, Cert Ed)	D	Q
Honours degree, or equivalent	D	Q
Level 2 or 3 in safeguarding	D	Q
First Aid at work	D	Q
Ability to speak Mandarin/Cantonese	D	AF
Experience, Knowledge and Skills	Desirable /Essential	Assessment Method
Knowledge of UKVI Student Visa policies and working knowledge of SMS system used for issuing certificate of acceptance to study	D	AF I
Additional Factors	Desirable /Essential	Assessment Method
Commitment to equality and diversity initiatives, anti-discriminatory practice, CSE initiatives and the prevent agenda	E	AF I
Suitability to work with children and young adults	E	AF I