

International Recruitment Manager

Full Time or Substantial Part Time

Working Hours will be Monday – Friday all year round 8.30–16.30 and will be office based at Kent College Pembury.

Salary FTE SSG9.1 £35,289.03

Job Purpose

The International Recruitment Manager is a key role within the Marketing and Admissions team. The role is centred on international pupil recruitment and delivering prospective pupils, parents and agents the best experience of Kent College Pembury and all it has to offer as well as guiding them through the international admissions process. The International Recruitment Manager will be a self-motivated person with sound organisational and administrative skills. You will have responsibility for recruiting new students, engaging with prospective families and agents, following up with enquiries and guiding parents, students and agents from the application stage through to their arrival and induction into school. The role will involve collaboration with the marketing and admissions team and the wider school community.

Student recruitment & market insight

- Develop an in-depth knowledge of the full range of courses and programmes offered by school, as well as sound awareness of the facilities and activities available to boarders.
- Perform overseas market analysis including the analysis of internal/external statistical information and conduct investigations into market conditions.
- In conjunction with the Director of Marketing and Admissions, develop a yearly recruitment plan to identify activities to be undertaken and recruitment opportunities for the following academic year, in line with data analysis and statistics from prior activities, to improve international student recruitment. This will include recruitment of long-term international students and short-term immersion programmes.
- Create a thoroughly evidence-supported travel schedule which draws on information and intelligence from the sector, to ensure best value for money in all recruitment activities.
- Arrange and attend exhibitions, events and agent meetings (both overseas, nationally and online) in designated countries to recruit students and further raise awareness of Kent College Pembury.
- Manage and closely monitor the application and enrolment process for international students, ensuring the school's policies are followed accurately.
- Inform the KC Executive team on applications, enrolments & projected numbers.

Business development

- Proactively identify and build relationships with influencers (individuals, businesses, schools, embassies, universities) in the target markets, visits, meetings and telephone calls.
- Develop a strong and steady enrolment pipeline by fostering relationships with new and existing international agencies, feeder schools and other strategic partners in target markets to drive student recruitment. This will include monitoring the performance of agents relating to international student recruitment as part of the process of improving the effectiveness of recruitment in specific international markets.
- Provide guidance remotely and in-country for agents from a range of agencies, to enable them to understand, explain, and positively promote the school and its academic offering to prospective students and parents.
- Engage with prospective families and agents, highlighting the school's strengths and value proposition.
- Respond to every enquiry promptly and with a strategic, results-driven mindset, focusing on converting interest into visits, registrations, and confirmed enrolments.
- Encourage repeat business amongst our international student body, by developing recommendations, referrals and word of mouth recruitment.
- Organise in-person visits from agents to school and support them with their journey planning.
- Gather profiles of current international student success and disseminate to drive interest and engagement.
- Liaise with the Marketing and Admissions Team to organise and manage international alumnae visits to school and offer tours when required, generating material for continuing overseas marketing purposes.
- To work with the Marketing and Admissions team to develop and implement a comprehensive alumna engagement strategy to foster long-term relationships, support community building, and enhance opportunities for collaboration and fundraising.
- Represent and promote the school within the various UK networks and boarding-related organisations, keeping up to date with best practice within the sector.

International Marketing

- Plan regular email campaigns to prospective parents/students and agents alongside the marketing and admissions team.
- Gather newsworthy content and regularly disseminate to the school's Marketing Manager for social media channels (Facebook, Instagram, TikTok, YouTube, Twitter, LinkedIn, etc.) to ensure regular representation of current news that would interest international students and their families.
- Liaise closely with the Marketing Manager who will produce country-specific bespoke marketing materials, both print and web where required, to support your work.

- With the Marketing Team plan international student recruitment campaigns by target marketing.
- Design and execute a feeder school strategy to build strong partnerships, increase student referrals, and support sustainable enrolment growth locally, nationally and internationally.

Other responsibilities

- To be flexible in developing skills and areas of responsibility as requirements evolve.
- To work as part of the Admissions and Marketing team on joint projects to further enhance the reputation of the school and its relationships in the local, national and international community.
- To work as part of the Admissions and Marketing team to plan and co-ordinate a programme of events and activities for Kent College's 140th anniversary that will take place across the year in 2026, particularly to engage the international community of agents and alumnae in the celebrations.
- To attend regular marketing and admissions meetings.
- Assist with the organisation of Open Events and careers fairs for pupil recruitment or retention purposes. This includes attendance at these events.

General

- To uphold the aims, ethos, reputation and good name of Kent College Pembury.
- To be in sympathy with the school's Christian foundation.
- To participate fully in the life of the school.
- To hold a first aid certificate and to administer basic first aid, if required.
- To follow safe practice in all areas of school life.
- To carry out any other reasonable duties falling within your capabilities depending on the needs of the school.

This job description may be amended at any time after consultation with you.

International Recruitment Manager's Signature:	Head's Signature:
Date:	Date:

September 2025