

# Queenswood



PERSON SPECIFICATION  
AND JOB DESCRIPTION



Head of  
International  
Admissions





## **JOB DESCRIPTION AND PERSON SPECIFICATION**

### **Job Title: Head of International Admissions**

**Main Purpose of the role:** to be responsible for the recruitment of international students, ensuring that targets are met in relation to boarding numbers at the School.

### **Reporting to: Director of Communications and Marketing**

### **Main responsibilities and duties:**

The following list serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. Promoting and safeguarding the welfare of children and young persons for whom you are responsible and with whom you come into contact.

### **Admissions, Enrolment and Retention**

- Lead and manage the international admissions process from initial inquiry through to student enrolment, maintaining a continuous evaluation of their efficiency and effectiveness
- Coordinate and conduct tours for prospective students and their families.
- Organise and participate in face-to-face and online open days, recruitment fairs, and other promotional events
- Organising parent and student engagement and information events.
- Communicate effectively with prospective students and parents, providing detailed information about the School, its educational and co-curricular provision, policies, and procedures.
- Assist students, parents and agents with the application process, ensuring all required documentation is received and processed.
- Serve as the primary point of contact for students and their families, offering support and advice on integration and cultural adaptation
- Oversee the student arrivals and leavers' processes
- Ensure that students and their parents / guardians are well informed about processes and ensuring wider communications about student needs and arrivals.
- Be aware of market conditions, recruitment trends, emerging markets etc; keep relevant school staff updated and feed these into strategy and activities.
- Be bold in suggesting ways in which the 'customer journey' can be improved (visitor etiquette, welcome, follow up etc.)

- Establish and grow relationships with educational agents globally, ensuring that references are taken up and current agreements are in place.

### **Record keeping and Data Management**

- Maintain accurate, up-to-date and compliant student records in the School's database (iSams) for current and past students
- Ensure compliance with data protection regulations and School policies.
- Generate and analyse reports on international student enrolment, student demographics, and other relevant metrics to regularly inform the Governors and Senior leadership Team against budgeted recruitment targets
- Actively use data and statistics to inform and continuously improve conversion rate success

### **UKVI Compliance**

- Support the Director of Communications and Marketing to ensure the School remains compliant with UKVI regulations, including the maintenance of the Sponsorship Management System (SMS).
- Stay updated on changes to immigration laws and regulations.
- Oversee the work of the visa management company and give appropriate direction to in-house administrative staff.

### **Customer Service**

- Provide high-quality, exceptional customer service at all times to prospective and current students, parents, and staff.
- Address inquiries and resolve issues promptly and professionally.
- Develop and maintain positive and productive relationships with external agencies and partners.

### **Maintaining the School's Admissions Register**

- Maintain the admissions register in compliance with the Independent School Standards Regulations (ISSR) for all international pupils
- Ensure all required information is accurately recorded and updated in a timely manner.
- Prepare reports and documentation as required for the Director of Communications and Marketing.

### **Other Duties**

- Participate in professional development opportunities to stay current with best practices in admissions, compliance, and student services.
- Ensure that Queenswood's reputation and image is protected, enhanced and promoted positively to all prospective families, agents and guardians
- Maintain a high profile within the School community to promote the shared responsibility across the school to ensure the effective promotion to and recruitment of international boarders to Queenswood
- Work closely with the Assistant Head, Boarding to understand the availability of beds per year group
- Support Admissions colleagues by helping with UK focussed admissions events, including attendance at events
- Other duties that are deemed appropriate to the role by the Principal and the Director of Communications and Marketing.

**Qualifications and Experience:**

- Proven experience in a similar role within an educational setting, preferably with experience in international student admissions and student services.
- Strong knowledge of UKVI regulations and compliance requirements.
- Excellent organisational and record-keeping skills.
- Exceptional communication and interpersonal skills.
- Proficiency in using admissions and student management systems (ideally ISAMS)
- Ability to work independently and as part of a team.
- Strong attention to detail and problem-solving abilities.

**Personal Attributes:**

- High level of integrity and confidentiality.
- Culturally sensitive and able to work effectively with a diverse student body.
- Customer-focused with a commitment to providing exceptional service.
- Adaptable and able to manage multiple priorities in a fast-paced environment.
- Detail orientated.
- Ability to travel

**The Role:**

- Full-time position with occasional evening and weekend work required.
- Office based with regular overseas travel for recruitment events and meetings.

**Person Specification**

	<b>Essential</b>  These are qualities without which the Applicant could not be appointed	<b>Desirable</b>  These are extra qualities which can be used to choose between applicants who meet all of the essential criteria
Qualifications	A Levels	Degree in any relevant subject AMCIS Diploma in Schools Admissions Management
Experience	Excellent database management Experience of international student recruitment or relevant sales experience in global markets	Experience of working within sales / marketing / events Proficiency in using CRM / iSAMS database
Skills	Excellent written and verbal communication skills Word and Excel proficiency Confident in using statistical data to inform decision-making, and possesses strong analytical skills Excellent organisational skills	Capable numeracy skills.

Knowledge	Understanding of the rewards and challenges of recruiting within an international market	Knowledge of admissions processes within an independent school
Personal competencies and qualities	Personable and empathetic Great organisational skills Attention to detail Ability to communicate across a wide age range and with people from many different backgrounds and nationalities Be an effective problem solver and a flexible team player Self-starter Demonstrate discretion and tact Resourceful Transparent and trustworthy Demonstrate enjoyment of being involved with young people	

**Hours of Work/ Weeks per year**

37.5 hours per week, permanent contract for 52 weeks of the year

**Holidays: 28 days per annum**

**Other relevant information**

- Free daily hot lunches provided in the School dining hall when in operation
- Free parking on site.
- Use of sports facilities, including swimming pool and gym, and use of staff changing rooms.
- Stakeholder Pension Scheme.
- Three Times Death in Service benefit.
- Opportunities to attend the students' high level music, drama and dance productions

**The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This role is considered as working with high level safeguarding responsibilities and access to children. The post is exempt from the Rehabilitation of Offenders Act 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020.**