



WREKIN

Independent school 4 - 18

Head of International Admissions

Dear prospective candidate,

Thank you for your interest in the position of Head of International Admissions at Wrekin College. This brief introduction to working at the College is intended to give you a feel for the School, for our direction and our ethos, as well as a summary of the many benefits of living and working here.



The role offers an outstanding opportunity to work in a thriving independent day and boarding school with an outstanding provision for international students and a positive and forward-looking staff and senior leadership team. It's an exciting time of investment and development at Wrekin College. If working in a progressive and aspirational school which has deep traditions and a strong ethos is for you, then please read on.

With a British boarding school education highly prized around the world, we are looking for a Head of International Admissions to help Wrekin to stand out from the crowd and to promote the outstanding offering and opportunities at our school. The successful candidate will work closely with our Marketing and Admissions teams to build awareness and drive enquiries. International travel and representing the school at marketing events are integral to the role. It is a role that will require energy, efficiency and charisma.

We have high expectations at Wrekin College and our pupils are immersed in a rich, all-round education. Music, drama, sport and outdoor education are all part of a rich tapestry of opportunity for every Wrekin College pupil. We regularly compete at a national standard in both music and sport which should not belie our commitment to access for every individual and a spirit of 'give it a go'. All staff at Wrekin College work very hard to support our pupils. We aspire to see Wrekin College as a global leader in co-educational pedagogy, in educational innovation and in the wellbeing of pupils and staff.

Wrekin College prides itself on being pupil focused. Whilst recognising the proud traditions which underlie our community, we are progressive in our approach to teaching and learning, pastoral care and co-curricular activities. The School has recently experienced a period of growth and development. We have recently refreshed our Strategic Vision and we recognise that our staff are our most important resource in ensuring the very best of outcomes for our pupils. When it comes to staff recruitment, we are looking for talented people from all backgrounds with a wide variety of skills, interests and opinions to join our community.

With its situation in the natural beauty of Shropshire, our vision is for a fully co-educational day and boarding school to which access is broad and balanced, in which staff and pupils together make up a diverse and mutually supportive community of learners, in which pupils develop self-agency through opportunity and in which there is a culture of giving and service from which pupils leave with values for life and skills for the 21st century.

For further information about Wrekin College please visit our website and for an informal discussion about the role, please contact the Head's Office on 01952 265600.

If you think that this role might be for you then we look forward to hearing from you.

With our best wishes,

Simon Platford MBE and Ben Smith

Joint Acting Headmasters, Wrekin College

About Wrekin

With pupils from 11 to 18 years of age, the school has a strong philosophy of providing individual attention to pupils and, through a holistic approach to education, adding value to their lives. Whilst being proud of its traditions, Wrekin College is forward-thinking in its approach and embraces change and innovation.

For many years, the school has been known locally as “The School in the Garden” owing to its extensive gardens and playing fields.

Spanning 100 acres, the school has outstanding facilities including a Music School, dedicated Art School, Design School, purpose-built 200-seat theatre, fitness suite, squash courts, two floodlit all-weather (astroturf) sports pitches, cricket fields, rugby pitches, tennis and netball courts, Dance Studio, sports halls, gymnasium, six-lane 25m indoor swimming pool, Fives courts, indoor rowing facilities, computer suites, library, Chapel and Sixth Form Centre.





Wrekin College (11-18) and Wrekin Prep (4-11) share a beautiful 100 acre campus in central Shropshire. Wrekin Prep (formerly known as Old Hall School) is a day school, while Wrekin College (comprised of Wrekin Senior and Wrekin Sixth) is a day and boarding school.

The school has a proud and distinguished history and continues to grow, innovate, and invest to give its students the best possible preparation for the future.



The *Role*

Head of International Admissions

The Head of International Admissions will drive the strategy, execution, and growth of Wrekin College's international student recruitment. The role focuses on business development, sales, customer service and enhancing the student experience. This individual will build and nurture relationships with agents and families worldwide, increasing international enrolments and promoting the school's unique offerings. The position is ideal for a motivated, target-driven professional with outstanding communication and interpersonal skills, eager to travel and succeed in a dynamic, international environment. The successful applicant should be energetic, warm, and professional with a genuine passion for education.

The role is part of a dynamic department which covers Admissions, Marketing, Enterprise, and Development, and the successful candidate will be supported by our Admissions Assistant and Administrator and work closely with the Head of UK Admissions and Head of Boarding. The Head of International Admissions will also work closely with the Head on the strategic development of our International boarding offer.

Key Responsibilities

Business Development and Sales

- Develop and implement strategies to achieve and exceed international student recruitment targets.
- Identify and prioritise target markets, establishing recruitment plans to achieve sustainable growth across year groups and boarding/day segments.
- Build and maintain a robust network of agents, partners and educational consultants globally.
- Represent Wrekin College at international fairs exhibitions, and networking events to promote the school's offerings.
- Negotiate and manage agent agreements to ensure mutually beneficial partnerships.
- Have excellent communication and interpersonal skills, with a cultural sensitivity and a persuasive, confident manner.

Student Recruitment and Customer Service

- Act as the primary contact for prospective international students and their families, providing a welcoming and professional service.
- Manage the entire recruitment process from initial enquiry to enrolment, ensuring a seamless and personalised experience.
- Develop and maintain strong relationships with students and parents to support retention and referrals.
- Collaborate with internal teams to ensure a smooth transition from recruitment to enrolment and beyond.
- Ensure that all international students who enter the school comply fully with all aspects of the UKVI regulations and legislation.

- To take responsibility for this area of the school being fully compliant and inspection-ready.

Marketing and Promotion

- Work closely with the Marketing team to create tailored marketing campaigns targeting specific international markets.
- Produce high-quality promotional materials and digital content to attract international audiences.
- Enhance the school's online presence and visibility on international platforms and directories.
- Organise and oversee familiarisation trips for agents and potential partners to showcase the school.
- Deliver compelling presentations, workshops and meetings both virtually and in-person to prospective families, agents and key stakeholders showcasing Wrekin's value and offer.

Strategic Planning and Reporting

- Develop and execute an annual international recruitment strategy aligned with the school's goals in collaboration with the Head of Boarding and the Head.
- Monitor and analyse market trends, recruitment data, and performance metrics to inform strategic decisions.
- Regularly report on recruitment activities, outcomes, and market insights to senior leadership.
- Continually evaluate and improve recruitment strategies to enhance effectiveness and efficiency.
- Ensure effective systems and processes are in place to maintain compliance as well as the very best customer service for our international students (this is supported by our strategic partnerships with external agencies, including Sable).

Travel and Events

- Plan and conduct international recruitment trips, including visits to agents, schools, and prospective families.
- Host on-campus visits and tours for international families and agents, providing a memorable and informative experience.
- Represent Wrekin College at key events and conferences to strengthen the school's international presence.

Collaboration and Coordination

- Work closely with the Head, Admissions, Marketing, and Boarding teams to ensure a cohesive approach to international recruitment.
- Partner with the EAL department and Boarding teams to support the academic and personal development of international students.

Person *Specification*

Qualifications and Training

- Degree level qualification or equivalent professional qualification(s) (essential)
- Evidence of continuous professional development in sales, marketing, or international recruitment (desirable)

Experience

- Proven track record in international sales, business development, or recruitment, demonstrating success in meeting and exceeding targets (essential).
- Substantial experience in building and maintaining productive relationships with international partners and clients (essential).
- Experience in the education sector, particularly in promoting institutions to international audiences (desirable).

Skills and Attributes

- Outstanding interpersonal and communication skills, with the ability to build a rapport with diverse stakeholders.
- Strong sales acumen with a proven ability to achieve and exceed recruitment targets.
- Excellent organisational and project management skills with the ability to prioritise and manage multiple tasks effectively.
- Strategic thinker with an analytical mindset, capable of using data to drive decisions and improvements.
- High level of cultural sensitivity and awareness with the ability to engage effectively in diverse international contexts.
- Proficiency in IT systems, including CRM tools and data analysis software.
- Self-motivated, resilient, and adaptable, with a proactive approach to challenges and opportunities.
- Willingness and enthusiasm for regular international travel, including evenings and weekends.

Commitments

- A commitment to safeguarding and promoting the welfare of children and young people.
- Alignment with the ethos and values of Wrekin College.

Additional Information

- The role requires regular international travel, including evenings and weekends.
- A competitive salary and benefits package is offered, reflecting experience and qualifications.

Job Title: Head of International Admissions

Department: Marketing and Admissions

Reports to: Head

Location: Wellington, Shropshire (with regular international travel)

Status: Full-time, all year round

Salary: Competitive and dependent on experience

Wrekin College is committed to safeguarding and promoting the welfare of children and young people. Candidates must be prepared to undergo appropriate pre-appointment child protection screening.



Appointment *Process*

Please apply by completing the Wrekin College application form,
available on our website www.wrekincollege.com.

Please email this together with a letter of application to:
recruitment@wrekincollege.com

**The closing date for applications is 5pm on
Monday 17th November 2025**

We reserve the right to interview before the closing date,
therefore an early application is recommended.



WREKIN

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