

Queenswood



CANDIDATE
INFORMATION



Head of
International
Admissions



Applications are invited for the post of Head of International Admissions at Queenswood School, Hertfordshire.



This is a key ambassadorial role with scope to further enhance the School's already excellent reputation nationally and internationally. The role reports to the Director Communications and Marketing (DoCM) and will work closely with the Head of UK Admissions as well as the Marketing team.

You will be an enthusiastic, energetic and confident communicator, with the ability to forge strong working relationships with agents, parents, staff and pupils.

You will need to explore existing and new markets for international boarding students and promote the Queenswood brand globally.

The postholder is responsible for all aspects of international recruitment from maximising enquiry generation to efficient conversion at every stage of the admissions process.

This role is pivotal in ensuring the school maintains its vibrant boarding community to agreed target recruitment levels and ensuring all agents, parents and their children receive the very best customer service.

This position also requires excellent administrative skills and meticulous record keeping.

Welcome



Thank you for your interest in Queenswood and, in particular, the role of Head of International Admissions. We are delighted you are considering our School and we hope you will wish to apply for this position once you have found out more about us.

Founded in 1894, from an educational home for the Daughters of Wesleyan Ministers, Queenswood first opened its doors in Clapham Park with 23 girls. Today, Queenswood is a progressive boarding and day school for over 430 girls aged 11 – 18.

Queenswood is an exceptional school providing a happy and positive environment for girls in which to thrive. An all-round education focuses on equipping our girls with all the life skills required of women in the 21st century. Within a caring and supportive framework, they enjoy a dynamic academic curriculum, supported by a diverse and exciting co-curricular programme. The opportunities for growth and development are extensive and our value-added data proves this, with our pupils consistently achieving approximately one grade above expectation in all subjects.

We hope this pack provides you with useful information about both Queenswood and this pivotal role and that you will consider applying for this job – we recognise that a great deal of thought and time goes into preparing such an application and we assure you that we will, in turn, give your application serious consideration.

Jo Cameron

Principal

The School

Situated on a beautiful 120-acre estate located just 20 minutes from central London, Queenswood is a warm, culturally rich and friendly community.

The School is proud to be an international community with an outward-looking approach; overseas girls make up around 20% of the pupils. Girls of all faiths and none are welcomed, and the School recognises and supports an individual's adherence to her own faith, but expects all girls to embrace the broad spiritual ethos.

The girls are ambitious high achievers, winning places at the top universities both at home and abroad prior to embarking upon a range of exciting careers. Queenswood is, however, resolutely neither an academic hothouse nor overly selective. Individual talent also flourishes in sport and the creative and performing arts.



Job Description

The following list is not exhaustive but serves as an indication of what the role encompasses.

Main Duties and Responsibilities

- Work in collaboration with the DoCM to devise and embed an effective international student recruitment strategy and action plan, including the identification of new markets and the development of new agent relationships.
- Undertake market and competitor research and be aware of market conditions, recruitment trends and emerging markets.
- Retain the culture of excellent customer service in the student recruitment process, whilst seeking ways to improve the efficiency and effectiveness of admissions procedures. Be bold in suggesting ways in which the “customer journey” for prospective boarding families can be improved (visitor etiquette, welcome, follow up etc).
- Provide real time forecasting numbers for prospective, registered and accepted students.
- Deliver high professional standards in the day-to-day running of the International Admissions process ensuring all applications are dealt with swiftly and their details maintained on the school’s database (iSams).
- Work closely with the Head of Digital and PR to ensure relevance of messages to various international markets and agents and devise new relevant marketing collateral, and social media messages.
- Arrange relevant recruitment trips to maximise return on investment.
- Support the DoCM 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.
- Work collaboratively with the Boarding team to ensure the pathway from enrolment to placement of students in boarding is seamless and positive for all parties.
- Keep up to date with any school developments or new academic courses.

Pupil recruitment

- Maintain and keep key admissions information up to date eg iSAMS, the website, literature
- Oversee the organisation of school visits and tours for prospective pupils liaising with staff as necessary
- Represent the school at exhibitions and recruitment events, both in the UK and internationally
- Build relationships with international Prep Schools
- Set high professional standards in appearance and behaviour
- Prioritise workloads as needed to ensure high levels of customer service are maintained
- Continue to identify ways to improve the Admissions process, customer service and efficiency
- Support Admissions colleagues by helping with UK focussed admissions events, including attendance at events
- Undertake administrative duties in support of the DoCM and carry out any other reasonable duties as may be required or assigned to you.

Person Specification

Due to the nature of this role, there is a requirement to travel both in the UK and overseas and to work some evenings and weekends. These extra hours can be taken back as TOIL.

International recruitment is a highly competitive industry; a strong sense of confidence, creativity, self-motivation and cultural awareness are essential for success in this role.

Being able to listen, to quickly adjust your approach, pitch, and strategy based on the specific market and individual customers will be a core strength.

Qualifications

Essential: Good standard of secondary education including passes in English and Maths GCSE or equivalent. Excellent verbal and written communication skills.

Desirable: A-Level or higher qualification, experience in business administration and sales.

Experience

- Knowledge, understanding and empathy with the independent school sector.
- Experience of recruiting and managing relationships with international educational agents.
- Proven track record in sales and experience of foreign business travel.
- Experience of border agency protocols (Tier 4 Visa, Sponsor Management System).
- Experience of working with student application and record systems.
- Experience of maintaining and interrogating data and extracting reports.



Personal Attributes

- An enthusiastic, energetic and confident communicator.
- Skilled and effective relationship builder and networker.
- Experience of devising, implementing and managing standards of customer excellence.
- A team player with a positive attitude.
- Highly self-motivated with drive, stamina and commitment.
- Ability to work on their own initiative with minimum supervision.
- Able to work under pressure and meet deadlines.
- Excellent organisation skills and management of CRM system.
- Able to relate with genuine interest to children.
- Strong IT skills.
- Able to demonstrate full commitment to safeguarding children.

Additional Information

Employment Status: Full Time; Permanent

Hours: 37.5 hours per week, 52 weeks of the year

Start Date: As soon as possible / January 2026. Queenswood reserves the right to interview and appoint before the closing date.

Salary: Up to £45,000

Closing date: 9 November 2025

Interviews: Week commencing 17 November 2025

