



FELSTED SCHOOL JOB DESCRIPTION

Global Business Development Lead

The Role

Accountable to: Director of Global Education

Accountable for: Seasonal marketing / communications / social media roles

Flexible working; reside on-site during Felsted International Summer School.

The Global Business Development Lead is responsible for growing enquiries, enrolments, repeat bookings and revenue across Felsted's Global Education programmes through **exceptional communication, relationship management, targeted sales and marketing, and international business development.**

The postholder will be a key ambassador for Felsted, communicating the school's educational offer clearly, confidently and engagingly to prospective students and families, international schools, agents, partners and alumni.

Working closely with the Director of Global Education, Head of Global Education Programmes and Marketing Team, the postholder will develop and implement strategies to attract new customers, strengthen existing relationships, increase conversion and create long-term engagement with Felsted's Global Education community.

Role Responsibilities (illustrative, not exhaustive, list)

Business Development and Sales

- Develop and implement targeted business development and sales activity to increase enquiries, enrolments and revenue.
- Identify new markets, customer groups, schools, agents and international partners.
- Develop strategies to improve enquiry-to-booking conversion rates.
- Develop opportunities for repeat bookings and long-term customer relationships.
- Develop initiatives such as returner and bring-a-friend campaigns.
- Monitor the sales pipeline and ensure enquiries are followed up promptly and effectively.
- Identify opportunities for cross-selling and future programme participation.

Communication and Relationship Management

- Act as a key point of contact for prospective students, parents, schools, agents, partners and alumni.

- Communicate the value and distinctive benefits of Felsted's Global Education programmes clearly, confidently and enthusiastically.
- Build strong, professional and lasting relationships with prospective and existing customers and partners.
- Ensure enquiries are responded to promptly, accurately and in a warm, engaging and professional manner.
- Develop personalised communication and follow-up strategies throughout the enquiry and booking journey.
- Communicate effectively with international audiences, demonstrating cultural awareness and sensitivity.
- Deliver engaging presentations, webinars, assemblies and information sessions to students, parents, schools and partners.
- Represent Felsted confidently and professionally at international education fairs, conferences, school visits and partner meetings.
- Develop clear and compelling written communications, including emails, newsletters, programme information and campaign content.
- Work closely with the Marketing Team to ensure consistency of messaging and a strong customer journey across all communication channels.
- Ensure communication with agents and partners is proactive, timely and focused on developing long-term relationships.
- Act as an enthusiastic ambassador for Felsted's educational ethos, values and international community.

International Business Development

- Represent Felsted at international education fairs, conferences and recruitment events.
- Undertake visits to international agents, schools and educational partners.
- Develop and maintain strong relationships with international agents and partners.
- Identify new international partnership and recruitment opportunities.
- Support school presentations, assemblies, webinars and other activities designed to generate interest in Felsted's programmes.
- Ensure effective follow-up from international visits, meetings and events.
- Identify emerging markets and opportunities to increase Felsted's international profile.

Marketing, Communications and Campaigns

- Work closely with the Marketing Team to develop and implement effective marketing and communications strategies for Global Education programmes.
- Lead and coordinate seasonal marketing, communications and social media activity, particularly in the lead-up to and during programme delivery periods.
- Recruit, brief, manage and support seasonal marketing, communications and social media staff, ensuring clear objectives, responsibilities and content schedules.
- Provide direction and oversight to seasonal staff, ensuring that content reflects Felsted's brand, values and international outlook.
- Develop and manage targeted campaigns to generate enquiries, increase engagement and support enrolment and retention.
- Contribute to social media, photography, videography, website, brochures, newsletters and other promotional activity.

- Develop targeted follow-up campaigns for prospective students, parents, schools and agents.
- Develop and deliver parent webinars and online information events.
- Ensure marketing and communications activity is closely linked to measurable enquiries, engagement and conversions.
- Identify new marketing channels and opportunities to reach prospective customers and strengthen Felsted's international profile.
- Work with programme teams to capture and promote compelling student experiences, stories and content.

Customer Relationship Management

- Manage and develop customer relationships using CRM systems.
- Ensure accurate and effective recording of enquiries, interactions, bookings and follow-up activity.
- Develop segmented customer communications and targeted campaigns.
- Identify opportunities to re-engage previous customers and encourage repeat participation.
- Use CRM data to identify trends, opportunities and areas for improvement.
- Ensure prospective customers receive timely, professional and engaging communication throughout the enquiry and booking journey.

Customer Retention and Engagement

- Develop initiatives to encourage repeat bookings and ongoing engagement with Felsted.
- Explore subscription and membership opportunities, including initiatives such as a Global Education Book Club.
- Develop alumni engagement and an Ambassador Programme.
- Build long-term relationships with students and families beyond their initial programme participation.
- Identify opportunities to increase customer lifetime value and strengthen the wider Felsted Global Education community.

Data, Reporting and Performance

- Monitor and report on enquiries, conversion rates, website traffic, customer engagement, repeat bookings and revenue.
- Use data to evaluate the effectiveness of marketing and business development activity.
- Maintain an accurate and up-to-date sales and enquiry pipeline.
- Provide regular reports and recommendations to the Director of Global Education.
- Identify trends and opportunities and adapt campaigns accordingly.
- Contribute to setting and achieving agreed business development targets.

Person Specification

Essential:

Experience

- Proven experience in sales, business development, marketing, customer relationship management or a related field.
- Experience of developing and maintaining strong customer or stakeholder relationships.
- Experience of achieving measurable commercial or business development outcomes.
- Experience using CRM systems and developing targeted campaigns.

Communication and Relationship Building

- Exceptional written and verbal communication skills.
- Excellent interpersonal and relationship-building skills.
- Confident and engaging presenter, able to communicate effectively with students, parents, schools, agents and senior stakeholders.
- Ability to adapt communication style to different audiences, cultures and communication channels.
- Warm, persuasive and professional approach to customer communication.
- Excellent listening, negotiation and influencing skills.
- Highly responsive, organised and attentive to detail.

Commercial and Organisational

- Strong commercial awareness and a clear focus on achieving results.
- Ability to identify and develop new business opportunities.
- Excellent organisational and follow-up skills.
- Ability to analyse data and use insights to inform decisions.
- Proactive, creative and results-focused approach.

Personal Qualities

- Enthusiastic and positive.
- Confident representing Felsted externally.
- Approachable and personable.
- Culturally aware and comfortable working with international audiences.
- Flexible and adaptable.
- Committed to Felsted's educational ethos and values.

Desirable:

- A degree or equivalent qualification in a relevant field.
- Experience within international education or a related sector.
- Experience of international sales and business development.
- Experience working with international agents and educational partners.
- Experience developing digital marketing campaigns, webinars or customer engagement initiatives.
- Experience developing alumni, ambassador, membership or customer loyalty programmes.
- Experience of international travel for business development or recruitment.

Key Working Relationships

The Global Business Development Lead will work closely with:

- Director of Global Education
- Head of Global Education Programmes
- Marketing Team
- Summer School and Programme Teams
- Seasonal marketing / communications / social media staff
- International agents
- International schools
- Educational partners
- Parents and students
- Alumni and programme ambassadors

Measures of Success

Success in the role will be demonstrated by:

- Growth in qualified enquiries and enrolments.
- Improved enquiry-to-booking conversion and response rates.
- Growth in repeat bookings and customer retention.
- Growth in international agent, school and partner relationships.
- High-quality customer and partner feedback.
- Achievement of agreed revenue and business development targets.

Reward and Recognition

- Annual leave allowance of 25 days plus public holidays
- Employer and employee contributory pension scheme
- Free life assurance scheme
- Lunch provided on full days worked
- Membership of the Felsted Gym and pool facilities at no cost
- Free parking
- Membership availability to the School's Healthcare Scheme via BUPA
- Membership to Felsted Connect (discounts and savings online and instore)
- Subsidised on-site Coffee Shop

Terms of Employment

- Permanent
- All-year round (52 weeks)
- Location of work will be Felsted School, Felsted, Essex, CM6 3LL, with remote working and flexibility in working hours allowed. Total number of working hours per week: 37.5.
- The role will require the post-holder to travel internationally. Therefore, flexibility in working hours will be required in accordance with client availability in different time zones, as well as operational needs.
- Salary: £42,000.00 p.a.
- Start date: 2 November 2026

Felsted is committed to equal opportunities and maintaining a safe and secure environment for all pupils and a 'culture of vigilance' to safeguard and protect all in its care, and to all aspects of its 'Safeguarding (Child Protection and Staff Behaviour) Policy'. Please note, it is an offence to apply for this position if barred from engaging in a regulated activity relevant to

children. All employees are subject to pre-employment checks, including a Disclosure and Barring Service check.

Signed: _____ Date: _____

Name: _____