

Job Title: INTERNATIONAL PUBLIC RELATIONS/BUSINESS DEVELOPMENT, PRIVATE EDUCATION

About Ashbourne

The college was founded in 1981 and has since grown into one of the best private colleges for A levels in London. Our students achieve outstanding results which have made Ashbourne one of the top two private colleges in London for many years. Ashbourne adds value; our students are among the top 5% of those with similar prior achievements at GCSE. Almost 60% of our graduates go on to study at Russell Group universities, including Oxford and Cambridge.

Ashbourne is more like a university than a school and bases its success on individual attention offered by small classes. The relationship between students and teachers is engaging, informal and stimulating and embraces a friendly, informal, disciplined and adult approach to education. Each student is assigned a Personal Tutor who oversees their academic progress and offers careful support for university applications.

Ashbourne helps students grow in confidence both personally and academically so that they may take responsibility for their own success and achieve the very best academic results.

The college is superbly located on the borders of Kensington Gardens and Hyde Park in the heart of London. A wonderful array of world-class venues and attractions are within walking distance including the Natural History Museum, the Science Museum, the Victoria and Albert Museum and the Royal Albert Hall. Major libraries, art galleries and theatres are within easy reach as well as shopping in Kensington and Knightsbridge.

Job purpose

The principal focus of the role is to increase the number of students with an Asher profile from the international market and improve brand awareness overseas.

- To strengthen relations with international schools and agents, in particular with those schools and agents that have sent students to Ashbourne in the past.
- To contribute to the success of the admissions and marketing team in promoting the Ashbourne brand internationally.

Main duties and responsibilities

The most important objective of this role is to improve the number of enquiries about studying at the college.

1. Develop strong relationship with the former schools of Ashbourne's current and former students.
2. Support general marketing such as social media, press relations and website content.

3. Liaise with Ashbourne's staff, students, parents and other stakeholders for market intelligence.
4. Travel to different destinations overseas, planning and implementing itineraries, flights and accommodations.
5. Make presentations explaining the benefits of studying at Ashbourne to small groups of parents or agents.
6. Participate in both internal and external events such as parents' evening and open evening.
7. Keep abreast of market trends and competitor offerings
8. Contribute to the improvement of the admissions process, marketing strategy, and promotional activities.

Person specification

Desirable qualifications, skills and experience:

Outstanding interpersonal skills are an essential qualification for the role. The ideal candidate would have a proven track record in the field of public relations or business development.

1. The ability to communicate and make persuasive presentations to a wide range of audiences.
2. Demonstrable interest, qualification or experience in PR, marketing, fundraising or sales
3. Good written and verbal communication skills, with excellent spelling, grammar, punctuation and attention to detail
4. An appropriate level of education or equivalent experience.

Personal attributes:

This is job for an exceptionally outgoing person with energy, ambition and boundless enthusiasm. These are essential to make the job a success.

1. Flexible, positive and adaptable, willing to undertake a wide variety of tasks
2. Keen, highly motivated and a quick learner
3. Can-do attitude and drive to get the job done
4. A strong team player
5. Highly organized
6. High level of initiative
7. Manage deadlines effectively