

BUCKSMORE COMMERCIAL DIRECTOR JOB DESCRIPTION

LOCATION	Remote initially / London Victoria when restrictions lift
START DATE	September 2021
JOB PURPOSE	<p>Bucksmore Education is a leading provider of academic short courses for international students of all ages. Established in 1979, Bucksmore has grown rapidly in the past few years, and in ‘non-Covid’ years we would expect to welcome over 3,500 students throughout the year from all over the world.</p> <p>The Bucksmore Commercial Director (BCD) oversees all marketing, sales and admissions for Bucksmore summer programmes, and Bucksmore Home Tuition year-round courses.</p> <p>This is a senior management position within Bucksmore Education, forming part of the senior leadership team. The BCD will be responsible for KPIs around agent sales, direct (non-agent) sales lead generation & conversion, and admissions targets. They will also own a budget covering marketing (online and offline) and international sales trips as required.</p> <p>The BCD directly manages a team of 5-6 people depending on the time of year, and will be expected to work closely with the Bucksmore operations team, and the worldwide Global Recruitment Unit (GRU) – the sales team responsible for Bucksmore and NAE UK schools student recruitment. A key part of the role is producing sales reports on all areas of Bucksmore for these stakeholders.</p> <p>Bucksmore is part of the Nord Anglia Education Group, and the BCD is expected to manage relationships with the 73 schools worldwide, in order to recruit NAE students onto our UK summer and year-round programmes.</p> <p>This is a demanding position, but also a fantastic opportunity to lead on the international expansion – and rebuild – of a renowned, award-winning education company after two challenging years due to Covid-19. Experience of residential junior programmes is desirable, but the successful candidate will demonstrate a strong all-round appreciation of the entire commercial process within the education industry.</p>
REPORTING TO	Bucksmore Managing Director
DIRECT REPORTS	Course Consultants (admissions), Marketing Officer, Direct Lead Converter(s)
OTHER KEY RELATIONSHIPS	Bucksmore Operations Director / Global Recruitment Unit / Nord Anglia Marketing & Admissions teams

KEY RESULT AREA	MEASUREMENT OF PERFORMANCE
<ul style="list-style-type: none"> ▪ Work with GRU to ensure agent sales targets are met, including the provision of regular reports and updates from our CRM systems ▪ Own targets for direct lead generation and direct sales for all Bucksmore programmes (summer and Home Tuition) ▪ Manage a team of 5-6 individuals across marketing, admissions, and sales ▪ Help to maintain key agent relationships with Bucksmore partners across the world, working closely with the GRU to manage all agents ▪ Ensure all admissions processes are managed efficiently, including the provision of information before, during, and after all courses, as well as collecting feedback from all students ▪ Ensure all enquiries from agents, parents, and the GRU are responded to within one working day ▪ Improve admissions and conversion processes to maximise sales from all avenues ▪ Manage the Bucksmore Marketing Officer to deliver all collateral from brochures, to video campaigns and the creation of a new website to drive direct sales ▪ Design and develop a proactive year-round commercial calendar, covering all aspects of sales and marketing activity. The commercial plan should reflect different global regions and strategies to maximise student recruitment from different countries ▪ Represent Bucksmore on international sales trips, and online webinars as required, delivering high-quality and information sales pitches ▪ Ensure a smooth information flow with the Bucksmore operations team on a daily basis, allowing them to deliver programmes and manage costs accordingly ▪ Design and contribute to short and long-term business strategies for Bucksmore with the MD and Ops Director as required ▪ Budget management for FY22, with input into top-line targets from FY23 ▪ Constantly review all aspects of the Bucksmore commercial processes, including use of sales and CRM systems, and proactive digital campaigns delivered according to the annual budget ▪ Act as the primary brand ambassador for Bucksmore at all times to all key stakeholders, including parents, agents, NAE schools, and any other party as required ▪ Seek out and deliver any other commercial opportunity using the Bucksmore brand as required 	<ul style="list-style-type: none"> ▪ Meeting of revenue and weeks target for all Bucksmore programmes ▪ Own the digital spend budget, and the direct recruitment targets for all courses ▪ Grow Bucksmore brand in established and new global regions ▪ Lead on creation of new website designed to drive traffic and online sales

PERSONAL SPECIFICATIONS – Knowledge and Experience	
Essential	Desirable
<ul style="list-style-type: none"> ▪ Experience working in an international education commercial environment ▪ Experience of working in a target-driven sales environment ▪ Excellent Excel and reporting skills, including use of CRMs (preferably Salesforce) ▪ Experience of creating, managing, and driving digital sales campaigns ▪ Experience of managing marketing and admissions staff 	<ul style="list-style-type: none"> ▪ Sensitivity and exposure to different cultures across the world ▪ Experience of working in a summer school and/or an academic short course setting ▪ Experience of home tuition / tutoring programmes ▪ Experience of working closely with agents across
Personal Attributes	
<ul style="list-style-type: none"> ▪ High levels of personal integrity ▪ Conscientious and able to focus on completing work to a consistently high standard ▪ Flexible and positive approach to work ▪ Excellent organisational and time-management skills; high attention to detail ▪ Ability to work to tight deadlines and able to prompt others to ensure deadlines are achieved ▪ Adaptable to working in a fast paced, ever-changing environment ▪ Ability to work under pressure and remain calm ▪ Proactive and willingness to take on multiple tasks ▪ Self-motivated and enthusiastic ▪ Ability to work independently ▪ Must be a team player, willing to help and be flexible ▪ Continually strive for improvement 	
Other	
<ul style="list-style-type: none"> ▪ Will be subject to an Enhanced Criminal Records Bureau Disclosure or equivalent for countries lived in outside of the UK. ▪ Compliance with visa requirements for working in London, UK. ▪ A commitment to safeguarding and promoting the welfare of all pupils. And the willingness to undertake appropriate child protection training when required 	

NORD ANGLIA PHILOSOPHY AND VALUES

We are ambitious for our students, our people and our family of schools. We believe that:

- There is no limit to what every person can achieve.
- Creativity and challenge help us get better every day.
- Learning should be personalised.
- Unique global opportunities enhance the learning experience.

The NAE Commitment

At Nord Anglia Education, we work every day to inspire our schools, our students and our employees to be the best they can be, and we are ambitious for them all to achieve more than they thought possible in their personal, social and academic endeavours. Within our family of schools, this aspiration is underpinned by a commitment to always act with **respect, integrity, openness, courage and ambition**. These qualities are the foundation of how we approach our work and roles within NAE and are shared by everyone in our global family.

Promotes and embodies *The CORE 7 Leadership Capabilities*:

- **Accountable** – Establishes a high performing culture and accepts accountability for organisational performance.
- **Strategic** – Leads opportunity and is committed to continuous improvement aligned with the organisational vision and direction
- **Collaborative** – Works collaboratively with others to achieve organisational outcomes
- **Entrepreneurial** – Creates organisational value for diverse stakeholders and achieves commercial success
- **Enabling** – Drives excellence through valuing and developing others
- **Agile** – Achieves personal and organisational success within a changing, dynamic and complex environment
- **Resilient** – Demonstrates personal resilience within a demanding environment of high expectations

- Role-model the ‘Be Ambitious’ philosophy each day
- Feedback as a valued member of the team and the wider organisation

Dear Applicant,

Nord Anglia Education is the world's leading premium international schools organisation. Our 73 international schools are located in the Americas, Europe, China, Southeast Asia and the Middle East. Together, they educate more than 67,000 students from kindergarten through to the end of secondary education. We are driven by one unifying philosophy: we are ambitious for our students, our people and our family of schools.

Each Nord Anglia Education school is unique in character and tailored to meet the needs of their specific location. However, our schools are also united by the quality education they offer, the excellence of the student experience and the dedicated staff and management in our schools.

Most of the Nord Anglia schools benefit from our performing arts collaboration with The Juilliard School as well as our Global Campus, which offers unique global experiences for students at every age. Many of our schools will also benefit from our new approach to teaching STEAM subjects (science, technology, engineering, arts and maths) through our collaboration with the Massachusetts Institute of Technology (MIT). Our goal as the leading international schools organisation is to provide an education so that students can succeed academically, socially and personally.

Our schools educate students from pre-school to the end of secondary education. Curricula taught in our schools include the English National Curriculum, International Baccalaureate, American Curriculum, Swiss Curriculum, French Curriculum and Shanghai National Curriculum.

We have a global community of over 14,000 teachers and staff, working in 73 schools located in 30 countries around the world supporting our students' learning. Together, we educate over 67,000 students globally from the ages of 2 to 18 years old.

Our students come from a wide mix of backgrounds and cultures and a typical school may have up to 60 different nationalities. A Nord Anglia Education student benefits not only from the richness and expertise within their own school environment, but also from other schools across the Nord Anglia Education family through our Global Campus. Similarly, our teachers can interact with fellow teachers around the world through Nord Anglia University, our bespoke online platform designed by teachers for teachers to provide unrivalled professional development opportunities.

Although our schools are non-selective, year on year our students' academic achievement exceeds global averages across every key stage. On average, our students' score almost four points above the global average in their IB Diploma, and one in three students goes on to study at one of the world's top 100 universities.

Our schools are amongst the most respected premium schools in their markets and are a very popular choice for parents.