



JOB DESCRIPTION

JOB TITLE: Head of Pathway Product and Student Recruitment

BUSINESS FUNCTION/ SUB-FUNCTION: Pathway Division

LOCATION: Any English Path/ GEDU Location

REPORTS TO: CEO English Path and Global U

ABOUT ENGLISH PATH:

English Path is a rapidly growing, global English language school and pathway provider that empowers students of all ages through language learning and cultural experiences. English Path has expanded significantly since its foundation, establishing modern campuses, and professional learning environments in the UK, Europe, North America, and the Middle East.

We provide a diverse range of courses, including General English, Academic and Exam preparation, and Professional Certificate programmes. Our curriculum is designed to not only encourage students to enhance their language skills, but also facilitates immersion into the local culture through themes which connects the classroom to social activities which take places after classes and are a key part of our offer.

We also offer additional ancillary services such as high-quality accommodation, student insurance and transfers. By joining English Path, you will be immersed in a talented, passionate, and dynamic group of professionals who are focused on one clear vision; to transform lives through education. Find out more about us here: www.englishpath.com.

MISSION:

A world in which every person can communicate using a common language, removing inequality and creating a level playing field. Courses that stimulate and challenge. Students that learn, excel and grow.

VISION:

To create the world's most accessible and innovative language and pathway provider that changes lives through education that makes a fundamental difference to living standards.

ROLE PURPOSE:

English Path (EP) is expanding our provision of university pathway courses across the EP network of colleges, launching new colleges and delivering programmes at university partner locations. The Head of Pathway Recruitment is accountable for the expansion and execution of the pathway programme student recruitment launch for EP's new pathway offering. Working closely with the pathway leadership team, you will manage product training, agent selection and training, staffing, and student-recruitment initiatives. Your goal is to ensure that the pathway offering is effectively promoted across the EP and GEDU student recruitment network

ROLES AND RESPONSIBILITIES:

Strategic Planning & Feasibility

- Conduct market analysis and demographic research to identify key recruitment source and destination markets.
- Develop a robust product -launch plan—defining timelines, budgets, resource requirements, and key performance indicators (KPIs).
- Expand EP's agency, school and sponsor network to support growth.

Project & Budget Management

- Create and maintain a comprehensive plan with clear milestones, dependencies, and contingency measures to ensure recruitment targets are met.
- Establish a key team that convenes weekly to monitor progress, escalate issues, and facilitate rapid decision-making.
- Ensure compliance with all necessary regulatory approvals and accreditations (e.g, QAA, Ofqual, CMA , GDPR/DSAR protocols).

Staffing & Team Development

- Contribute to recruitment, training and induction of staff.
- Establish probation and performance-review timelines, conduct regular check-ins, and coordinate professional-development workshops to upskill recruitment staff.
- Cultivate a positive, applicant-centric campus culture by setting expectations for service delivery, academic excellence, and peer collaboration.

Marketing & Recruitment Collaboration

- Work with the wider Marketing and Recruitment teams to produce programme and college-specific promotional materials: brochures, website content, virtual campus tours, social-media campaigns, and localised advertising.
- Coordinate recruitment events—open days, webinars, international recruitment fairs—and monitor lead-to-deposit metrics, adjusting tactics to meet enrolment targets.
- Support the creation of targeted agent-engagement strategies.
- Provide weekly recruitment updates, detailing application volumes, offer acceptance rates, deposit collections, and demographic breakdowns.

ESSENTIAL SKILLS AND EXPERIENCE:

- Minimum 5 years of experience leading large-scale, multi-channel, multi-programme student recruitment initiatives within higher education, international education, or language pathway contexts
- Proven track record of launching new campuses, learning centers, or academic divisions with clear ownership of timelines, budgets, and deliverables
- Experience developing student recruitment plans, owning budgets, and reporting performance to senior leadership
- Ability to translate strategic objectives into detailed operational plans, ensuring alignment across Academic, Operations, Marketing, and Finance functions
- Familiarity with pathway programme frameworks (foundation, pre-sessional) and accreditation processes
- Understanding of student-centered learning environments and quality-assurance best practices for international cohorts
- Experience influencing internal and external stakeholders including Board members, university partners, government agencies, and vendors
- Excellent written and verbal communication skills, with experience preparing board-level reports, project updates, and public presentations

- Experience working effectively with external stakeholders including university staff, recruitment agencies, schools' representatives, and scholarship bodies
- Ability to communicate portfolio vision, strategy, and performance updates to various internal and external stakeholders
- Demonstrated ability to recruit, onboard, and mentor cross-functional teams, fostering a collaborative, high-performance culture
- Experience setting performance metrics, conducting reviews, and facilitating ongoing professional development
- Comfortable working in a dynamic, fast-paced environment where priorities may shift rapidly; proactive problem-solver
- Prior involvement in securing university progression agreements or articulation partnerships (desirable)
- Qualifications in Marketing, International Education, Business Administration, or a related field (desirable)

KEY ROLE ASPECTS

- Culture that reflects EP's core values of student-centered excellence, innovation, and inclusivity
- Flexibility and adaptability as responsibilities may evolve with campus growth
- Formal performance reviews at 6 and 12 months to assess progress against key milestones
- Direct involvement in campus and programme launch budgets, with ongoing ownership of operational budgets
- Travel opportunities within the UK and internationally, as required
- Opportunity to lead and grow a new team with direct reports as the campus develops

OTHER INFORMATION:

The Head of Pathway Product and Student Recruitment will also be expected to demonstrate their commitment:

- To EP's values and regulations, including equal opportunities policy.
- EP's Social, Economic and Environmental responsibilities and minimise environmental impact in the performance of the role and actively contribute to the delivery of EP's Environmental Policy.
- To their Health and Safety responsibilities to ensure their contribution to a safe and secure working environment for staff, students, and other visitors to the campus.

EP is an equal-opportunity employer. We value diversity and welcome applications from candidates of all backgrounds.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned.



APPLICATION PROCESS

To apply, please submit:

- A detailed CV (maximum three pages) highlighting relevant project-management and higher-education campus-launch experience.
- A one-page cover letter addressing:
 - Your interest in leading EP's new campus launch.
 - How your background aligns with our strategic objectives and launch scope.
 - Your earliest possible start date and any constraints.

Applications will be reviewed on a rolling basis; shortlisted candidates will be invited to a two-stage interview (initial virtual panel, followed by an on-site meeting with the CEO and senior leadership team). For any queries about the role or EP's campus-launch strategy, please email recruitment@englishpath.com or call +44 20 3884 4586.