



JOB DESCRIPTION

Job Title:	Head of Recruitment – Pathway Programmes
Reports to Title:	CEO English Path
Business Function:	Pathway Division
Location:	Any English Path/ GEDU Location, with regular UK and international travel

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, Australia 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 place 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 English language school 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 Recruitment is accountable for the expansion and execution of the pathway programme student recruitment launch for English Path'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 robust product/centre launch plans 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, AQF, 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 culture by setting expectations for service delivery, academic excellence, and peer collaboration.

Marketing & Recruitment Collaboration

- Work with the wider EP 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 regular recruitment updates, detailing application volumes, offer acceptance rates, deposit collections, and demographic breakdowns.

QUALIFICATIONS & EXPERIENCE:

Recruitment Management & Delivery



- Significant 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 centres, or academic divisions with clear ownership of timelines, budgets, and deliverables.

Strategic & Commercial Acumen

- 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.

Academic & Regulatory Knowledge

- Familiarity with pathway programme frameworks (foundation, pre-masters, pre-sessional) and accreditation processes.
- Understanding of student-centred learning environments and quality-assurance best practices for international cohorts.

Stakeholder Engagement & Communication

- Exceptional interpersonal skills: experience influencing internal and external stakeholders (agency partners, university partners, government agencies, vendors).
- Excellent written and verbal communication: adept at preparing reports, project updates, and public presentations.
- Experience working effectively with external stakeholders including University Staff, Recruitment agencies, schools' representatives and scholarship bodies.
- Communicating portfolio vision, strategy, and performance updates to various stakeholders, internal and external.

Leadership & Team Development

- 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.

Travel Flexibility & Resilience

- Comfortable working in a dynamic, fast-paced environment where priorities may shift rapidly; proactive problem-solver.

DESIRABLE



- Prior involvement in securing university progression agreements or articulation partnerships.
- Qualification in Marketing, International Education, Business Administration, or related field.

OTHER INFORMATION:

- **Culture & Values:** The Campus Launch Director must embody English Path’s core values student-centred excellence, innovation, and inclusivity in all interactions and decisions.
- **Flexibility:** Responsibilities may evolve as the campus opens and scales; adaptability and a growth mindset are essential.
- **Performance Reviews:** Formal check-ins at, 6, and 12 months will assess progress against launch milestones, financial metrics, and strategic objectives.

ENGLISH PATH IS AN EQUAL OPPORTUNITY EMPLOYER:

English Path is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

SAFGUARDING:

English Path is committed to safeguarding and promoting the welfare of young people and vulnerable adults. We expect all staff and volunteers to share this commitment. We are fully committed to ensuring that consistent effective safeguarding procedures are in place to support everyone at the school. Before interview, all gaps in CVs must be explained satisfactorily and proof of identity and, where applicable, qualifications will be required. Appropriate suitability checks will be required prior to confirmation of employment. All concerns are passed on to our Designated Safeguarding Lead. As this post is exempt from the Rehabilitation of Offenders Act 1974, a satisfactory Disclosure and Barring Service (DBS) check will be required for the successful candidate. Further information about the DBS disclosure process can be found at <http://www.homeoffice.gov.uk/agencies-public-bodies/dbs/> or by telephoning 0870 90 90 811.

ROLE DIMENSIONS:

- Direct Reports:
- Indirect Reports:
- Travel:
- Budget Responsibility:

Signed

Date:

For HR Use only:

Internal Grade	
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Job Code	
Salary	

Date approved: 10/06/2026
HR Approver: Lia Henry

VERSION CONTROL:

Version	Date	Author	Description
1.0	10/06/2026	Tom Buckley/Lia Henry	

This job description is intended to describe the general nature and level of work being performed by individuals assigned to this position. It is not intended to be an exhaustive list of all responsibilities, duties, and skills required.