



Principal – Stafford House Cambridge JOB DESCRIPTION

ABOUT Stafford House International

Stafford House International has over 60 years' experience in providing international students with great English language courses both in the UK, USA and Canada. Whether students want to learn English for everyday life, their career or to progress into academic study, we have the ideal course and location to suit. We recruit International students wishing to immerse themselves in a language learning experience in another country. It has quickly grown into one of the industry's leading group of schools and has exciting plans to develop its geographic footprint in the coming years.

OVERVIEW OF THE JOB

The Principal is essentially the guardian product quality, student experience and growth for Stafford House Cambridge.

REPORTS TO

You will be directly responsible to Chief Operating Officer, Stafford House International.

MAIN RESPONSIBILITIES OF THE JOB

- Assist the Chief Operating Officer in strategic planning, formulation and implementation of business plans and objectives where required.
- Meet profit and other financial targets.
- Co-ordinate administration, ensuring that all departments are serviced in an efficient and timely manner.
- To supervise and oversee all operational functions and ensure that this is running in an efficient, effective and profitable manner.
- Assist, develop and motivate all administrative and academic employees towards meeting the corporate and departmental objectives, whilst ensuring good employee relations.
- Ensure that sales efforts are continuously directed at maintaining good relations with existing clients/agents and building relationships with potential clients/agents.
- Ensure that clients are provided with an overall quality service, where expectations are not only met but where and when possible exceeded.
- Ensure that prevailing quality standards (British Council Accreditation) are achieved and maintained at all times.

Corporate / Operations

- To assist the Chief Operating Officer in strategic formulation, implementation and control by contributing to business plans, business development and diversification in other related fields.
- To plan, design and implement an accommodation strategy that caters for the school's accommodation needs. To oversee the day-to-day running of the accommodation department and ensure that quality standards are being adhered to.
- To assist the Director of Studies in designing/modifying academic programmes to meet clients' needs.
- To oversee the day to day running of the school. To ensure that the organisation is procuring and using all the necessary resources (teaching, accommodation, transport, leisure etc.) to provide the client with a high quality service.

- To manage summer operations in an effective and efficient manner.
- To review client feedback on a monthly basis and to take remedial action in a timely manner where necessary.
- To review overall performance of the school on an on-going basis. To analyse any negative trends in operations, quality or finance and select effective courses of action to remedy the situation.
- To keep up to date on latest market trends and monitor local and national competition, in terms of pricing, brochures, services, new developments, host families and salaries.
- To take an active interest in the constant improvement and development of the School, as well as the overall organisation.
- To ensure that clients are provided with quality service, not just meeting, but exceeding expectations.
- To ensure that any client complaints are tackled and solved with the least possible delay guaranteeing that the interests of the School are protected at all times, but ensuring that the client is dealt with in a professional and effective manner.

Sales & Marketing

- To review sales forecasts on a monthly basis and assist the Finance Business Partner in making any adjustments to the projected turnover for that forthcoming period.
- To provide the sales team / agents with timely and correct information, maintain an active relationship with all agents and, when necessary, attend business trips to consolidate relationships.
- To liaise closely with the Stafford House Summer reservations team with the aim of maximising groups revenue & profit.

Human Resources & IT

- To ensure that employees are continuously well trained to perform their jobs and represent CEG/Stafford House in an efficient and professional manner, ensuring the staff offers industry leading customer service and outstanding student experience.
- To appraise staff in the school and foster a strong team spirit and a work environment that promotes creativity, initiative, enthusiasm and energy.
- To ensure all employees have a clear indication of the company's goals and that team and individual objectives are directed towards achieving same.
- To ensure that the IT function of the School is operating in an effective and productive manner.

Financial Management

- To ensure the school meets or exceeds budgeted financial expectations.
- To review financial performance with the Finance Business Partner on a monthly basis, taking any corrective action to reverse material negative variances.
- To ensure that internal control systems are being adhered to.
- To collect all necessary information required to compile financial budgets in an accurate and timely fashion.

Business Development

- To continuously look for opportunities that may enhance the service and quality provided or assist in the growth in business.
- Based on the Stafford House strategy, identify possible business opportunities for the organisation's operations by keeping abreast of market/industry developments, through

constant research and by establishing networks/contacts within the industry both locally and overseas.

General

- To address any areas that need to be improved on, and to tackle problems that might arise and affect the welfare of students or of staff members.
- To take an interest in all activities directly related to the administration of the company, staff welfare, staff relations and staff development.
- To ensure that all applicable laws, corporate standards and guidelines are adhered to at all times to safeguard the interests of the company.
- To attend meetings and training required and mutually agreed upon with the Regional Chief Operations Officer.
- To maintain complete confidentiality of internal company information.
- To represent and promote the organisation both locally and overseas in a professional fashion.
- Any other matter that could help the overall operation or the overall image of the company.

PERSON SPECIFICATION

The job requires that you have:

- Demonstrated ability to meet targets and a desire to exceed expectations
- Passion and drive, with experience in the field of education
- Ability to motivate others and to provide excellent customer experiences
- Track record of leading a team and school

Education and Work Background:

- BA as a minimum
- Experience with cross-cultural or international business relationships a plus
- Experience in for-profit education industry a plus
- Experience in the ESL industry a necessary factor

This is a very challenging position that offers the excitement and satisfaction of working with a broad range of people and positions, striving for continual success and improvement.

CEG Values

Everyone who is part of the CEG community is expected to share the key values that we as a company believe are important for all employees to live by while working with CEG:

- Accountability and Ownership
- Having Enthusiasm
- Being Creative
- Being a Team Player
- Being Customer Focused

About CEG

Cambridge Education Group (CEG). CEG is a leading provider of pre-university academic courses and English language courses in the UK, Europe and North America. We provide programmes including A Level, IB and University Foundation, as well as English Language Study, to a growing number of international students seeking to win places at UK, European and North American universities.

We operate a number of different educational brands: CATS Colleges in Cambridge, Canterbury and London; CATS Academy in Boston; CSVPA; ONCAMPUS programmes at universities in the UK, USA and Europe; Stafford House International English language schools in the UK, USA and Canada; Stafford House Summer and CEG Digital, benefiting from being part of a global team focused on online teaching and learning.

And finally

CEG is committed to safeguarding and promoting the welfare of children and young people and expect everyone connected with CEG to share this commitment.