

Job description and person specification

Job Title:	Center Director, Calgary
Department:	Stafford House Calgary
Reports to:	Business Development Director, Canada
Location:	Calgary

The Company

Stafford House International has over 60 years' experience in providing international students with great English language courses both in the UK and USA. 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.

With four UK (London, Brighton, Canterbury, and Cambridge), four USA locations (Boston, Chicago, San Diego, and San Francisco), and two locations in Canada (Toronto and Calgary), Stafford House International has enjoyed significant growth in the last three years and this success is in part based on our commitment to four key values. Personal service – that is unsurpassed in the sector. Excellent teaching – with personal attention from experienced, highly qualified teachers. Premium facilities – four modern schools offering exceptional learning environments and flexible learning – with interchangeable courses and locations and a straightforward pricing structure.

Stafford House International is part of Cambridge Education Group, which has been delivering the highest quality academic, creative and English language programmes since 1952, preparing thousands of students to progress onto the world's leading universities.

The Group operates under four brands: Stafford House – year-round English Language schools in the UK and USA, and Study Holiday centres across the UK and the USA for juniors; CATS College – high schools in Cambridge, Canterbury, London, and Boston, USA; Cambridge School of Visual & Performing Arts (CSVPA) – Art & Design, Drama and Music courses in Cambridge; and ONCAMPUS – teaching foundation courses to university degrees on campuses in the UK, USA and mainland Europe.

Cambridge Education Group aims to be the undisputed customer service leader in the international education sector and to be recognised as such by its agents, partners and their clients, by the universities it works with and by its competitors. The objective is simple: to deliver exceptionally high standards of service in every single customer interaction and to ensure that our 'CARE' principles are clearly understood and are effectively applied across the whole organisation in all teams and at all levels of responsibility.

Cambridge Education Group is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The Company also expects all staff and volunteers to share the Company's commitment to Equal Opportunities within the workplace.

Job overview

Stafford House has recently entered the Canadian market and need a Center Director to lead its English Language Center in Calgary. The Center Director will be responsible for the customer service and academic results delivered in the center, welfare and safeguarding of students, budget and P&L, staff, compliance with local and national regulations as well as company procedures and policies.

In cooperation with the Business Development Director and Senior Management of Stafford House International the Center Director will be involved in change and project management as processes and procedures in the current

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school needs to be changed and updated. Excellent customer service in line with Stafford House standards needs to be delivered at an optimal efficiency level in accordance with company targets and goals. Furthermore compliance with local authorities as Languages Canada and Boards of Education is needs to be secured. In Canada relationships with local agents and customers like the Saudi Cultural Bureau needs to be established or developed.

The physical facilities need to be updated and brought in line with Stafford House global brand values and standards. That project needs to be run in line with existing agreements with landlords and in accordance with agreed investment budgets by Stafford House and Cambridge Education Group.

A successful candidate for the role must be able to demonstrate excellent leadership skills and a track record of delivering in line with budgets and P&Ls. To succeed the candidate needs to have a passion for exceptional customer service and to help international students thrive in a foreign country. The candidate needs to be a positive, humble and solution oriented hard worker with experience from the Canadian EFL industry. The person will be expected to forge effective working relationships with internal and external stakeholders, so superb communication and people skills are essential.

The following section outlines a more detailed, but not exhaustive, description of the duties pertinent to this post.

Key responsibilities and capabilities

Role Objectives

- Assists the Business Development Director in strategic planning, formulation and implementation of business plans and objectives.
- Meets profit and other financial targets set by the Senior Management.
- Co-ordinates administration; ensuring that all departments are serviced in an efficient and timely manner.
- Manages all operational functions and ensures the running of the Center is efficient, effective and profitable.
- Co-ordinates the preparation of financial budgets and other ad hoc reports of a financial nature in an efficient, accurate and timely manner.
- Monitors financial structures which facilitate reporting (internally and externally) and decision making.
- Leads and manages the development and motivation of all administrative and academic employees towards meeting the corporate and departmental objectives, whilst ensuring good employee relations.
- Ensures the sales efforts are continuously directed at maintaining good relations with existing Agents and builds relationships with potential new Agents.
- Ensures that Agents and students are provided with an overall quality of service, where expectations are exceeded.
- Represents the organisation in a professional manner whilst carrying out their duty in Center as well as at any public events.
- Performs effectively within a team environment and fosters a sense of teamwork among colleagues and staff.
- Ensures that prevailing quality standards (e.g. Languages Canada) are achieved and maintained at all times.
- Maintains complete confidentiality of internal Company information.
- Works in a team and will be expected to achieve results both on an individual level and on a team basis.

Operations

- Assists the Business Development Director in strategic formulation, implementation and control by contributing to business plans, business development and diversification in other related fields.
- Plans, designs and implements an accommodation strategy that caters for the center's accommodation needs. Oversees the day-to-day running of the accommodation department and ensures quality standards are adhered to.
- Oversees the Academic Manager in designing/modifying academic programmes to meet needs of the students.
- Manages the day to day running of the Center. Ensures that the organisation is procuring all the necessary resources (teaching, accommodation, transport, leisure etc.) at an optimal price and that all department managers are utilising such resources to provide the Agents and students with a high quality service.
- Ensures that resources are being channelled towards delivering the quality of service that the Company's sales team is promising to all Agents and students.
- Reviews student feedback on a monthly basis, assessing feedback is in line with quality objectives, and if they are not ensure that remedial action is taken in a timely manner.
- Reviews overall performance on a monthly basis. Analyses and provides proactive solutions to any negative trends in operations, quality or finance and select effective courses of action to remedy the situation. Implements actions and monitors their effectiveness on a regular basis.
- Keeps up to date on latest market trends, monitors local and national competition, in terms of pricing, brochures, services, new developments, host families and salaries.
- Takes an active interest in the constant improvement and development of the Center, as well as the overall organisation.
- Ensures that Agents and students are provided with quality service.
- Ensures that any Agent and student complaints of exceptional level are resolved with the least possible delay guaranteeing that the interests of the Center are protected at all times, but ensuring that the Agent and student is dealt with in a professional, efficient and effective manner.
- Attends managerial meetings as and when required.
- Addresses areas requiring improvement and tackles problems that may arise and affect the welfare of students or staff members.

Sales & Marketing

- Provides the sales team and Agents with timely, correct information, maintaining an active relationship with all Agents and, when necessary, attend business trips to consolidate relationships.
- Positively represents and promotes the organisation both locally and overseas in a professional fashion.

Human Resources

- Comply with the Group's recruitment processes, policies and procedures.
- Ensures that the interview and selection process is handled in a professional manner guaranteeing that the School is employing the best possible employees.

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- Ensures that all applicable laws, corporate standards and guidelines are adhered to at all times to safeguard the interests of the Company.
- Ensures all employees are compliant with Canadian labour law and rules and regulations.
- Ensures all employees are continuously trained to perform their jobs and represent Stafford House in an efficient and professional manner.
- Appraises all employees directly reporting to him/her in accordance with Company policy and ensures that all members of staff are appraised in a similar fashion.
- Ensures that communication channels are available to all members of staff in order that employees can be kept up to date with Company information, operational issues, etc.
- Encourages team spirit and a work environment that promotes creativity, initiative, enthusiasm and energy.
- Ensures all employees have a clear indication of the Company's goals and that team and individual objectives are directed towards achieving same.
- Takes an interest in all activities directly related to the administration of the Company, staff welfare, staff relations and staff development.
- Carries out the disciplinary of staff, when required, in line with the Company procedures as outlined in the Staff Handbook.
- Attends training required.

Financial Management

- Ensures budgets are adhered to and are reviewed as determined by Senior Management, implement any necessary additions and/or modifications to the budget and monitor the results.
- Ensures that internal control systems are in place and are being adhered to.
- Collects all necessary information required to compile financial budgets in an accurate and timely fashion.
- Reviews financial performance on a monthly basis. Compares actual figures to those budgeted and, whenever possible, takes corrective action to reverse material negative variances.
- Assists in the compilation of quarterly management accounts.
- Assists in the preparation of any other financial reports that may be required by the Executive Committee, the Board of Directors, Public Bodies, lending institutions and any other related third parties.

IT

- Ensures the IT function of the Center is operating in an effective and productive manner.

The post holder will carry out any other reasonable duties.

The School is responsible for students under the age of 18, therefore, every member of staff has a duty of care to the students in our School.

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Person Specification

	Essential	Desirable
Education		
- First degree	X	
- DELTA or equivalent Diploma		X
Experience		
- Demonstrate experience and success to deliver top end, customer focused Language Courses	X	
- Considerable Academic management experience	X	
- Experience of teacher recruitment	X	
- Broad range experience of teaching in an English Language School	X	
- Knowledge of English Language examinations (including IELTS and FCE/CAE)	X	
- Experience of teaching mono and multilingual classes		X
- Experience of working with databases		X
		X
Skills		
- Excellent communication skills to include effective presentation skills and report-writing	X	
- Proven organisational, administrative and interpersonal skills	X	
- The ability to converse with a range of people at all levels	X	
- Accuracy and attention to detail	X	
- Ability to work well within a team	X	
Behaviours		
- Flexibility and a positive attitude	X	

Customer First –CEG Customer First CARE Principles:

Commit

- Goes the extra mile
- Follows-up & follows through

Act

- Takes ownership
- Looks for a solution

Respond

- Addresses issues positively
- Communicates proactively

Empathise

- Is an active listener
- Is respectful and values our customers