

International Recruitment & Partnerships Manager (Asia)

Location: UK

Salary: £56,000 – £65,000 per annum

### **Company Overview**

With a mission to provide an environment where creativity is nurtured, innovation is encouraged, and sustainability is practiced, for more than two decades the British Academy of Jewellery has been providing pioneering training and inspiration to the next generation of jewellers, entrepreneurs and creatives of all abilities and backgrounds in London, Birmingham, Nottingham, Sheffield, and Leicester. During this time, we've grown from a small school set up beneath a jewellery shop to a respected, world-class institution offering accredited courses. With a new Principal and Board of Governors, the Academy has a reinvigorated sense of purpose and is entering an exciting new stage in its development.

### **About the Role**

We are seeking an ambitious and internationally minded International Recruitment & Partnerships Manager (Asia) to lead BAJ's expansion across key Asian and international markets.

This strategic role will focus on developing student recruitment channels, establishing commercial and academic partnerships, and strengthening BAJ's international presence throughout Asia and the wider luxury education sector. The successful candidate will play a critical role in positioning BAJ as a globally recognised destination for jewellery and creative education.

The role will focus particularly on markets including China, Hong Kong, Singapore, Malaysia, Thailand, India, Vietnam, South Korea, Japan, and the Gulf region.

### **RESPONSIBILITIES**

- Develop and implement international student recruitment strategies across targeted Asian markets.
- Build and manage strategic relationships with overseas agents, educational institutions, luxury brands, government bodies, embassies, and industry organisations.
- Identify and secure international partnership opportunities including progression agreements, franchise opportunities, validation partnerships, summer schools, and bespoke executive training programmes.
- Represent BAJ at international exhibitions, recruitment fairs, luxury industry events, and educational conferences.

- Conduct detailed market analysis and competitor research to identify emerging opportunities and trends within jewellery, luxury goods, vocational education, and creative industries.
- Collaborate closely with senior leadership to support BAJ's international growth strategy and global brand positioning.
- Work alongside marketing teams to localise campaigns and improve international conversion and engagement rates.
- Support the recruitment and onboarding experience of international students, ensuring high levels of engagement and student satisfaction.
- Prepare regular reports on recruitment pipelines, partnership development, market performance, and commercial opportunities.
- Develop opportunities for funded international collaborations, government partnerships, and industry sponsorship initiatives.

#### **QUALIFICATIONS & EXPERIENCE**

- Degree in International Business, Marketing, Education Management, Management, or a related field preferred.
- Minimum of 5 years' experience in international recruitment, business development, partnerships, or international education.
- Strong understanding of Asian education markets and international student recruitment dynamics.
- Existing network within education, luxury jewellery, or creative sectors across Asia would be highly advantageous.
- Excellent commercial awareness, negotiation, and relationship management skills.
- Ability to work independently while managing multiple international projects and stakeholders.
- Strong presentation and communication skills with experience engaging senior decision-makers.
- Multilingual capability would be highly advantageous, particularly Mandarin, Cantonese, Arabic, Hindi, Korean, Japanese, or Thai.
- Passion for jewellery, luxury craftsmanship, design, and vocational education.

This role requires an enhanced DBS check.

Applicants must declare all unspent convictions and any spent convictions not protected under the Rehabilitation of Offenders Act (Exceptions Order 1975, amended 2020).