



Head of International Growth

Recruitment pack: October 2026

About the role

As ASDAN looks to grow our international reach and benefit more learners worldwide, we have an exciting opportunity for a strategic, relationship-led leader to join us as Head of International Growth.

ASDAN is an education charity and awarding organisation, providing courses, accredited curriculum programmes and regulated qualifications that engage, elevate and empower learners with diverse needs. As we launch our new strategy, we have ambitions to grow our international membership and networks, building relationships with international schools, school groups, ministries and regulators across priority markets including the Middle East and North Africa (MENA) and Asia-Pacific (APAC), reaching and benefitting ever more learners through ASDAN's distinct pedagogy and course offering.

About you

The Head of International Growth will provide strategic and operational leadership for ASDAN's international growth, ensuring that expansion is ethical, sustainable, financially responsible and firmly aligned with ASDAN's charitable purpose and commitment to equity in education.

The postholder will lead ASDAN's international development activity from initial market intelligence and relationship development through to partnership, onboarding, implementation and sustainable growth.

They will lead a small, geographically distributed international team, creating the structures, systems and accountability required to ensure that ASDAN presents a consistent, high-quality offer internationally.

This is not a traditional sales-led role. It is a relationship-driven, system-aware growth leadership role requiring the postholder to balance ambition and commercial awareness with educational quality, regulatory confidence, cultural understanding and long-term impact for learners.

The Head of International Growth will be expected to develop opportunities while also exercising judgement about where, how and with whom ASDAN should grow.



About the role

About us

ASDAN is an education charity and awarding organisation providing courses, accredited curriculum programmes and regulated qualifications to engage, elevate and empower learners aged 11 to 25 years with diverse needs.

Our goal is to engage learners through relevant and motivating courses to achieve meaningful learning outcomes, which elevate them to go on to further education, training and work, and empower them to take control of their lives. We do this by developing courses with an accessible and practical pedagogy for learners; and by supporting our partner educators to foster the personal, social and work-related abilities of learners with diverse needs.

We believe that learners should have the opportunity to discover, develop and make use of their abilities to affirm their identities, contribute to society, and challenge educational and social inequalities.

For further information about ASDAN, please visit our website: asdan.org.uk

For more information about the role:

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camera **Below:** ASDAN staff working collaboratively at one learning day events



Conditions and how to apply

Contract	Permanent
Salary	£57,800
Hours of work	Full time: 37.5 hours, 5 days per week
Pension	Scottish Widows. Post-holder has option of two levels of contribution: • employee 3% employer 6% • employee 6% employer 9%
Leave entitlement	Starting at 27 days per annum, rising an additional day per year to maximum 32 days, in addition to statutory bank holidays.
Location	This is a hybrid role, based at our St George, Bristol office. A minimum of 50% office attendance is required, including our core day, Tuesday. International travel is also required.

How to apply

To apply for this position, please visit the [vacancies section](https://www.asdan.org.uk/vacancies) of the ASDAN website [asdan.org.uk](https://www.asdan.org.uk), where you will find the job description and application form. You are welcome to submit a CV alongside your completed application form, however only applications made using the application form will be considered. Within your application form, please include a clear outline of why you feel you would be suitable for the position, including examples of your skills and experience, referring to the person specification as appropriate.

It would be appreciated if you could complete ASDAN's equalities, diversity and inclusion (EDI) monitoring form at the time of your application. This information will be treated as confidential for monitoring purposes only and kept separate from your application.

Key dates

- applications close: 20 October 2026
- interviews: w/c 26 October 2026

Interviews will be held at ASDAN's main office in Wainbrook House, St George, Bristol.

For an informal conversation about this opportunity, please contact personnel@asdan.org.uk to arrange. For further information about ASDAN please visit our website: [asdan.org.uk](https://www.asdan.org.uk)

Job purpose

The Head of International Growth will be responsible for leading ASDAN's international expansion, ensuring it is ethical, sustainable and firmly aligned with our charitable purpose and commitment to equity in education. This role involves identifying priority markets, developing relationships with schools, ministries and regulators, and leading a small international team to deliver a consistent, high-quality offer worldwide.

Role description

Title	Head of International Growth
Accountable to	CEO
Responsible for	Education Development Partner – UK-based Education Development Partner – MENA region (future phase) Education Development Partner – APAC region (future phase) International Development Administrator
Liaison with	CEO, Quality, Education Innovation & Research, Finance, Membership Growth and wider operational teams

Key responsibilities

- 1 International growth strategy
- 2 Leadership and team management
- 3 Strategic partnerships and external influence
- 4 Growth delivery with integrity
- 5 Internal alignment and organisational insight
- 6 Monitoring, reporting and governance

Key duties

1. International growth strategy

- Develop and deliver ASDAN's international growth strategy, aligned with organisational strategy, charitable purpose, capacity and values.
- Translate strategic ambitions into a clear international growth roadmap, with defined priorities, milestones, measures and accountabilities.
- Identify and assess priority countries and regions, including opportunities across MENA and APAC.
- Develop appropriate models for different markets, recognising that international growth may involve individual schools, school groups, delivery partners, ministries, regulators and other strategic partners.
- Undertake appropriate market and system analysis before significant investment or expansion.
- Develop phased approaches to new markets, including test-and-build activity, pilots and clearly defined review points.
- Ensure decisions about international expansion are evidence-informed, ethical, financially sustainable and consistent with ASDAN's commitment to equity and inclusion.

2. Leadership and team management

- Provide visible, consistent and values-led leadership to ASDAN's international team.
- Lead and coordinate the work of Education Development Partners across regions, ensuring clarity of roles, priorities and accountabilities.

Role description

- Line manage the International Development Administrator and other international team members within the agreed structure.
- Set clear objectives, performance expectations and development priorities.
- Establish effective ways of working across different locations, cultures and time zones.
- Build a cohesive international team in which information, intelligence and relationships belong to ASDAN rather than sitting with individual members of staff.
- Ensure effective communication, collaboration and handover between international development, onboarding, membership, quality and education teams.
- Support the professional development of the international team as ASDAN's international presence grows.

3. Strategic partnerships and external influence

- Develop and maintain senior-level relationships with international schools, school groups, education organisations, ministries, regulators and other strategic partners.
- Represent ASDAN confidently in international meetings, events, conferences and sector discussions.
- Lead or support discussions relating to qualification recognition, equivalency, regulatory requirements and inclusive educational pathways.
- Develop relationships that strengthen ASDAN's credibility, reach and long-term impact rather than focusing solely on short-term membership growth.
- Ensure ASDAN's purpose, educational approach and expectations are communicated consistently across all markets.
- Work with the CEO and senior colleagues on strategically significant government, regulatory and system-level relationships.

4. Growth delivery with integrity

- Take responsibility for developing a healthy and transparent international pipeline, from initial enquiry through to established partnership.
- Ensure opportunities are appropriately assessed, recorded, progressed and reviewed.
- Maintain clear oversight of prospects, existing members, strategic partners and emerging opportunities through ASDAN's agreed CRM and organisational systems.
- Ensure international correspondence, intelligence and relationship history are appropriately captured within ASDAN systems to support organisational continuity and oversight.
- Establish clear processes for the movement of opportunities from development through to onboarding and ongoing membership support.
- Work with colleagues to onboard international members effectively through ASDAN's agreed systems and processes.
- Oversee international delivery models to ensure they are financially viable, culturally appropriate and aligned with ASDAN's pedagogy, quality expectations and charitable purpose.

Role description

- Work closely with Quality and Education colleagues to develop appropriate pilots, phased implementation and quality assurance arrangements.
- Ensure that growth does not move ahead of ASDAN's capacity to provide high-quality support, moderation, training and member experience.

5. Internal alignment and organisational insight

- Act as a key bridge between Growth, Quality, Education Innovation & Research, Membership and operational teams.
- Ensure international development is integrated into wider organisational planning rather than operating as a separate function.
- Bring international market intelligence and member feedback into product development, qualification development, research and policy discussions.
- Work with Finance to understand the financial performance, investment requirements and sustainability of international activity.
- Work with Membership Growth colleagues to ensure an effective journey from prospect to established ASDAN member.
- Provide structured updates, recommendations and insight to the Director of Education and Impact and CEO.
- Contribute to organisational planning and strategic discussions where international growth has implications for capacity, investment, risk or reputation.

6. Monitoring, reporting and governance

- Develop appropriate measures for international growth, including pipeline, conversion, member retention, partner maturity, income and impact.
- Maintain accurate and timely information within ASDAN's CRM and other agreed systems.
- Monitor performance against agreed international objectives and budgets.
- Produce regular reports identifying progress, emerging opportunities, risks, dependencies and decisions required.
- Maintain appropriate oversight of contracts, agreements and partnership commitments, working with Finance and other professional advisers where required.
- Ensure appropriate due diligence is undertaken before significant international partnerships are established.
- Contribute to organisational risk management and governance processes relating to international activity.
- Ensure international growth complies with relevant ASDAN policies, regulatory expectations and safeguarding, data and quality requirements.

This job description may change as ASDAN develops, following discussion and agreement with the post holder. The post holder will be expected to adopt a flexible approach to ensure the efficient and effective running of ASDAN. The post holder will have full opportunity to discuss and be active in changes or developments.

Person specification

Experience and skills	Essential or desirable
• Significant experience in international education development, partnerships or a closely related field	Essential
• Proven experience of developing and implementing growth or partnership strategies.	Essential
• Experience of leading and line managing teams, including staff working remotely or across different locations.	Essential
• Strong understanding of education systems, policy and regulatory environments	Essential
• Knowledge of regulated qualifications, assessment and/or portfolio-based approaches to learning	Essential
• Demonstrable ability to establish and sustain senior-level relationships and long-term strategic partnerships	Essential
• Strong organisational skills and experience of managing multiple opportunities and relationships through structured systems or CRM	Essential
• Commercial literacy, including an understanding of budgets, contracts, income, costs and financial sustainability	Essential
• Ability to analyse markets and opportunities and make evidence-informed recommendations	Essential
• Confidence operating with senior leaders and representing an organisation externally	Essential
• Strong written and verbal communication skills	Essential
• Ability to work collaboratively across organisational functions rather than within a standalone international or sales function	Essential
• Sound judgement and the ability to balance growth opportunities with quality, capacity, risk and organisational reputation	Essential
• A demonstrable commitment to equity, inclusion and learner-centred education	Essential
• Willingness and ability to undertake international travel as required	Essential
• Experience working directly with ministries of education, government departments, regulators or qualification authorities	Desirable

Experience and skills	Essential or desirable
• Experience of qualification recognition or equivalency processes	Desirable
• Experience of international schools or international school groups	Desirable
• Experience working across MENA and/or APAC	Desirable
• Experience supporting SEND, alternative provision, inclusive education or learners who may not thrive within traditional academic pathways	Desirable
• Experience of developing new international markets through a phased or test-and-build approach	Desirable
• Experience of working within an awarding organisation, education charity or mission-led organisation	Desirable
• Understanding of culturally responsive approaches to education and international partnership development.	Desirable

Behaviours and values expected of all staff
Demonstrates a strong commitment to ASDAN's mission, values and charitable purpose
Actively works to secure the sustainability and growth of ASDAN, focusing on delivering on operational goals
Manages ASDAN's resources effectively and efficiently
Provides the highest standards of customer service to customers of ASDAN, with a passion for ensuring positive learner outcomes
Participates in ASDAN's annual review process and undertake appropriate training and development, ensuring up to date knowledge and practice is applied and maintained for the efficient and effective performance of the post
Effectively promotes the safety and well-being of children, young people and all vulnerable individuals, in line with ASDAN's safeguarding policy
Promotes a positive and inclusive working culture, respecting the unique contribution of every individual
Is flexible, friendly and helpful, and a collaborative team player

Behaviours and values expected of all staff

Ensures awareness of and compliance with all health and safety requirements in accordance with the provision of health and safety legislation

Diligently applies the requirements and principles of GDPR with regards to the security and confidentiality of information

Demonstrates high levels of integrity, accountability and highly professional standards of behaviour

Keeps up to date, so far as is necessary for the efficient execution of the role, with new legislation, procedures and methods*

Leads by example, supporting collective leadership, development and relationship building across ASDAN, and with relevant markets and stakeholders*

*Band 3 and above roles only

Our expectation

ASDAN's international growth is about more than increasing the number of countries in which we operate.

We want to build long-term relationships with education systems, schools and partners that share our belief that every learner should have the opportunity to recognise, develop, articulate and demonstrate their knowledge, skills and capabilities.

The Head of International Growth will therefore be expected to combine ambition with judgement, relationships with systems, and growth with integrity and ensuring that ASDAN's international development ultimately creates meaningful and purposeful opportunities for learners.

Success in the first 12 - 18 months

Success will be demonstrated through:

- A clear, evidence-informed international growth strategy and phased roadmap, with agreed priority markets and measures of success.
- A confident, well-supported and accountable international team with clear roles, objectives and ways of working.
- A reliable international CRM and pipeline that provides organisational visibility of relationships, opportunities, activity and next steps.
- Clear and effective processes from initial international enquiry through development, onboarding and ongoing membership.
- Strong and sustainable relationships with schools, groups and strategic partners within priority regions.
- Tangible progress towards appropriate recognition, equivalency and regulatory relationships in agreed markets.
- Evidence that international insight is influencing ASDAN's product, qualification, research and organisational development.
- International growth that is financially sustainable and proportionate to ASDAN's capacity.
- Strong collaboration between International, Growth, Quality, Education, Membership and Finance teams.
- Growth that strengthens ASDAN's reputation, reach and impact while maintaining the quality and integrity of the ASDAN offer.



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Wainbrook House, Hudds Vale Road, St George, Bristol BS5 7HY
envelope info@asdan.org.uk | Follow us on social
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