



THE PERSE
SCHOOL
CAMBRIDGE



**BUSINESS
DEVELOPMENT
ASSOCIATE**

Fixed Term 12 months

CANDIDATE PACK



The Perse School, founded in 1615, is one of the country's leading co-educational independent day schools and a charitable company educating around 1,750 children aged 3-18.

The school provides an exceptional education which is both traditional and innovative, ambitious and caring, understanding and structured, industrious and fun. Located in Cambridge, it comprises three schools, the Pelican (3-7), the Prep (7-11) and the Upper (11-18), with a partner school in Singapore (The Perse School Singapore), which opened in January 2025 and is independently owned and operated.

The school is in the UK top 30 of *The Times* Independent Schools Exam Results league table for A level, with over 30 students regularly receiving Oxbridge offers. The school is consistently oversubscribed and in strong financial health with an annual turnover of around £40 million.

In addition to the day-to-day curricular and extra-curricular activities of the schools, The Perse provides public benefit to local and international communities, working with over 20 local state schools and Christel House Schools overseas to raise educational attainment.

Key facts and figures:

- **Independent School of the Year** for academic performance East Anglia 2024, 2025 and 2026.
- **Independent School of the Year** East Anglia 2026.
- A beautiful **27-acre site**, featuring state-of-the-art science labs, the Peter Hall Performing Arts Centre, extensive sports fields and the brand new Perse Sports Centre with 25m swimming pool, sports hall and climbing and bouldering walls.
- Excellent pastoral care ensuring that children feel happy and secure in their surroundings.
- Ranked as one of the **top 30** schools for A level results by *The Times* Independent School Exam Results league Tables.
- Ranked in the **top five** independent schools nationally for Oxbridge offers.



The Perse School Cambridge International (a wholly owned subsidiary of the Perse charity) has an ambitious strategy to increase the family of Perse international schools, generating surplus to fund the charitable activities of the school including the provision of means tested support. This is part of the School's commitment to being both excellent and accessible, as well as offering students and staff opportunities to broaden their horizons and cultural awareness.

The Business Development Department

The Business Development Department is a dynamic, collaborative and forward-thinking team supporting existing partners to establish high quality Perse schools as well as looking for new partners/opportunities. We look for partners who are keen to leverage the Perse expertise to provide a world-class education with their own strengths and expertise, and where there is an alignment of goals.

The postholder will work closely with the Business Development Director, the Director of International Education and a Marketing Assistant as well as staff at The Perse Cambridge and The Perse Singapore and external contacts.



Role Overview

The Business Development Associate role is an exciting role for someone looking to further develop their commercial skills within a growing international team.

Reporting to the Business Development Director, the postholder will support the growth of new international schools and partnerships by helping to identify high quality opportunities in key global markets which are aligned with the School's Purpose and Values. The post holder will lead the research and due diligence on prospective partners and key markets to determine their suitability and monitor the lead status and key actions.

The postholder will also assist the Business Development Director with any commercial work relating to the existing partnerships.



Key Responsibilities

There is some flexibility over the nature of the key responsibilities for this role, depending on the preferred candidate's prior experience and skillset.

New business

- Undertake market research to identify opportunities and provide commercial insights on target markets/new markets.
- Lead market research on prospective partners in target markets. Identify partners who compliment the Perse's strengths and are aligned with the Perse's Purpose, Values and educational standards.
- Work with the Business Development Director to grow a strong pipeline of prospective partners, from first enquiry through to agreement, with meetings online and in person.
- Filter new approaches and undertake appropriate due diligence to assess partner viability.
- Assist in the evaluation of all potential projects against defined market, partner and project criteria, to determine commercial viability, feasibility and alignment whilst mitigating risks.
- Track the status of all potential leads.
- Arrange programmes for TPSCI visitors to The Perse School.
- Ensure all suitable prospective partners have signed Non Disclosure Agreements.
- Assist with the legal documentation of prospective partner agreements.
- Monitor international school trends to inform planning.
- Ensure all new business development opportunities align to and positively develop The Perse Brand and are in line with brand guidelines.
- Be an enthusiastic ambassador for The Perse, The Perse School Cambridge International (TPSCI) and its international plans.

Existing partners

- Assist the Business Development Director with any commercial work relating to the existing partnerships – invoicing, meetings, financials, legal etc.
- Support connections between the schools – eg visits, timely communication, resources, meetings etc.

Other

- Ensure the risk schedule is updated regularly and risks are mitigated.



Person Specification

Qualifications

- Educated to degree level or equivalent.

Knowledge and Experience

- Experience in market research and business/opportunities analysis.
- Commercial experience, ideally involving investors or strategic partnerships.
- Strong cultural awareness and insight; international experience is desirable.
- Experience in the education sector and/or the commercial sector with the ability to apply this to an educational setting (*desirable*).

Skills and Abilities

- Strategic, analytical and commercially minded.
- Collaborative and team oriented with good interpersonal skills.
- Excellent oral and written communication.
- Organised and outcomes focused.
- High level of accuracy and attention to detail.
- Tactful and discreet with professional integrity.
- Pro-active, driven and tenacious.
- Flexible, adaptable and resilient.
- A global outlook/comfortable working in an international environment.
- Enthusiastic with an eagerness to learn new skills and a strong commitment to personal and professional development.
- Strong IT proficiency especially in Microsoft Office applications.
- Knowledge of using AI tools.
- Strong alignment with the Purpose, Values, ethos and approach of The Perse School and independent education.



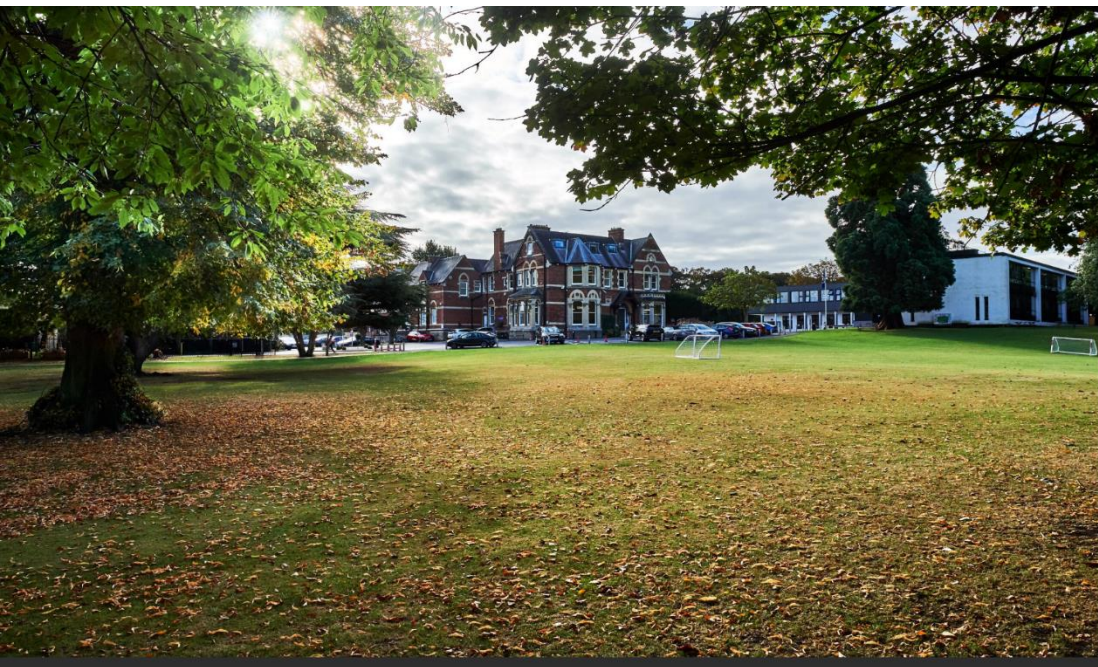


Commitment to Safeguarding

All staff must understand their responsibilities to safeguard and promote the welfare of children and young people. This will include:

- Promoting and safeguarding the welfare of children and young people at all times, in line with the school's Safeguarding Policy, the Code of Conduct and the statutory guidance Keeping Children Safe in Education (KCSIE).
- Reporting any safeguarding concerns to the Designated Safeguarding Lead (DSL), or a Deputy DSL (DDSL), in line with school procedures.
- Undergoing required safeguarding training and remaining up to date with safeguarding policy updates in line with the timescales required.
- Exercising professional judgement when handling and sharing information and content, ensuring that no material compromises the safety, dignity or privacy of children or young people.





Terms and Conditions

- The post is for one year fixed term, full time for 37.5 hours a week. Normal working hours are 8.00am – 4.30pm, with a one hour's unpaid break. The role is based in Cambridge with the possibility of international travel.
- The salary band for this role is £30,000 to £40,000 per annum. The starting salary will reflect the experience and skills of the appointed candidate.
- The School has a flexible working policy; suggestions for flexible working can be considered.
- Paid holiday entitlement is 30 days plus Bank Holidays per annum, with 5 days to be taken at Christmas and the balance as agreed with the Business Development Director. Holidays should ordinarily be taken outside of term time.
- Membership of a Group Personal Pension Scheme with employer contributions of 13.75% of pensionable salary.
- Death in service benefit of three times salary.
- Free lunch provided during term time.
- Access to on-site sports facilities including the swimming pool and gym (subject to time restrictions).
- On site parking subject to availability.
- Cycle to Work Scheme.
- Access to employee benefits platform (Perkbox).



Application process

Please click on [How to Apply](#) which links to the vacancies section of the website to register/sign-in and submit your application. Any queries regarding the application process should be directed to the HR Department at recruitment@perse.co.uk

The closing date for applications is **Monday 15th June at 12.00pm** but applications will be considered as they are received. The Perse School reserves the right to make an appointment before the closing date.

Safer Recruitment

The School recognises that an important element in safeguarding our pupils is a robust recruitment process that incorporates measures to deter, reject, or identify people who might abuse children, or who are otherwise unsuited to work with them. We are committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post including: references from previous employers, a Disclosure and Barring Service check at the enhanced level, as well as eligibility to work in the UK (in compliance with UK immigration regulations). All work carried out at the school on a regular basis amounts to regulated activity. This role is also exempt from the Rehabilitation of Offenders Act 1974. Safeguarding and promoting the welfare of children is everyone's responsibility. The school is committed to acting in the best interests of the child so as to safeguard and promote the welfare of children and young people. The school requires everyone who comes into contact with children and their families to share this commitment. Interviews will be conducted in person, and they will explore candidates' suitability to work with children.

Recruitment Policy

The School's Recruitment, Selection and Disclosure Policy and Procedure is available for your information on the school website. The Perse School actively supports equality, diversity and inclusion and encourages applications from all sections of society.

Helpful Links



[Our Values](#)



[International Schools](#)



[Bursaries and Outreach](#)



[The Perse Virtual Tour](#)



[Upper Prospectus](#)



[Working With Us](#)

The Perse School Cambridge

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