

Role Profile			
Role	Head of Marketing, Admissions and Communication	School	
Direct Line Management	Principal	Reporting To	Principal and Head Office team
Internal and External Interactions	Principals, head office, school staff, current and prospective families, outside agencies and community partners.	Hours	
Role Purpose:			
<p>To lead the development and delivery of the school's Marketing, Admissions and Communications strategy, this is a pivotal role within the organisation, driving pupil growth through both enrolment and retention. As a member of the school's senior leadership team, and working in collaboration with the school Principal, the role is accountable for achieving roll targets through a data-driven approach, including forecasting, performance tracking and reporting.</p> <p>The postholder will combine strong commercial and analytical skills with high emotional intelligence, bringing a systems-oriented yet highly people-focused approach. They will ensure an exceptional customer experience that converts and builds advocacy, while leading and motivating a small team, overseeing marketing activity, and fostering a sales-focused, growth-driven culture aligned to the school's strategic objectives.</p>			
i) Key Accountabilities – All Roles			
<p>Admissions</p> <ul style="list-style-type: none"> • This role is responsible for owning and deliver student enrolment and growth targets, taking full accountability for admissions performance and outcomes. This includes new student numbers, student retention numbers and key metrics such as conversion rates. The post will continually use data and insight to drive improvements in conversion rates. • Lead the schools entire admissions process so it is efficient, adherent to the school's regional requirements, and effective at driving conversions. The process must ensure prospective families enjoy extremely high standards of customer service that meet or exceed standard operation procedures set by Head Office. The admissions process should have a clear focus on conversion and enrolment outcomes. • Own pipeline management, including forecasting enquiry volumes, tracking conversion at each stage, and implementing actions to optimise performance across the pipeline. This includes keeping core systems such as CRM up to date at all times for clear and accurate visibility on the school's admissions pipeline including retention of current students. • Provide regular accurate reporting on admissions data including the pipeline, to senior leaders within school and at head office. Providing evidence of forecasting and the measures taken to indicate results. Ensure that reported pupil roll and admissions numbers are accurate and that forecasts are updated as required throughout the year. • Ensure local regulations are fully complied this includes GDPR regulations, local educational ministry requirements, and local laws. The school's admissions process must be kept up to date with any potential or actual changes to requirements. <p>Marketing</p> <ul style="list-style-type: none"> • Ultimate accountability for the development and success of a marketing strategy aligned to the school's core admissions objectives, ensuring it is informed by clear brand positioning, market conditions, competitor insight, and feedback from families. 			

- Ensures the strategy is continuously monitored against defined KPIs and data points, adapting activity as required to maximise effectiveness, enhance the school's reputation, and drive measurable demand and enrolment growth.
- Maintains overall accountability for generating sufficient sales-qualified leads to meet enrolment targets and for ensuring consistent, high-quality brand positioning across all marketing activity.
- Oversees the development of an annual marketing strategy in partnership with the Head of Marketing, Admissions and Communications (EMEA) and the in-school Marketing Specialist, ensuring alignment with growth targets and commercial priorities.
- Ensures the effective delivery of the agreed strategy, including the optimisation and reallocation of marketing activity and budget to maximise return on investment.
- Provides direction for monthly marketing planning, ensuring activity is aligned to the agreed strategy and focused on delivering against lead generation and conversion KPIs.
- Oversees the production and delivery of all internal and external communications, including website content, publications, open days, community events, and social media, ensuring alignment with the school's brand and messaging.
- Retains overall strategic ownership while delivery is supported by a Marketing Specialist, with additional operational support from Head Office.

Marketing Budget

- Prepare the annual marketing budget to support the activity in the marketing strategy. Ultimate responsibility for ensuring work is carried out on time and to budget. Use data from previous years, and third-party suppliers to ensure the budget is realistic and enables enough activity to meet student roll targets.

Relationships

- This role is responsible for identifying, building and nurturing the school's key partnerships to increase student enrolments—turning external partners such as relocation agencies, local feeder nurseries, corporate accounts and influential figures within the community into advocates for the school, and leveraging these relationships to drive enrolment growth. Equal care and attention should be given to nurturing existing relationships as well as developing new one
- Build a strong parent engagement, recognising current families as the school's most important advocates, to generate positive word-of-mouth within the community and support both retention and referral activity. This includes developing and overseeing a structured programme of in-school events for both prospective and existing families, ensuring events are strategically planned, effectively promoted, and delivered to a consistently high standard, with an outstanding on-the-day experience that reflects the school's brand and values.
- Collaborate at a group level with other Heads of Marketing, Admissions and Communications to share best practice, drive innovation, and support a culture of continuous improvement.

People Management and Development

- Recruit, retain and develop a high-performing, sales-focused team, ensuring all members are engaged and have a clear understanding of what success looks like in their role.
- Ensure the team's commercial objectives are clearly defined, well understood and regularly reviewed, with strong alignment to enrolment targets and a clear view of performance against these throughout the year to

drive a proactive, results-focused culture.

- Identify training and development needs, working collaboratively across the group to build capability, support high performance in role, and enable individual career progression.
- Foster a sales-focused, high-performance mindset within the team and across key stakeholders, promoting a culture of accountability, growth, and shared success.

The post holder is expected to actively contribute towards the school and involve themselves in the life of the school at all levels. This includes, although is not limited to, attending school functions and events which may be held outside of the standard working hours

The post holder is also expected to carry out any other duties as reasonably requested or required by the Principal or Head Office Team.

Person Specification

Skills, Knowledge, and Experience

Skills, knowledge, and experience (qualifications):

Essential

- Strong commercial mindset with a sales-driven approach, combined with high attention to detail and the ability to interpret and act on complex data sets.
- Degree-level education (or equivalent experience).
- Proven knowledge and experience of marketing, including modern digital marketing techniques and brand development.
- Excellent communication and influencing skills, both written and verbal, with the ability to engage a range of stakeholders.
- Strong relationship-building skills, with the ability to build trust and credibility with families, colleagues, and external partners.
- A customer-focused mindset, with a strong commitment to delivering an outstanding experience.
- Highly organised, with the ability to prioritise effectively, manage multiple workstreams, and deliver against deadlines.

Desirable

- Knowledge of the international school market

Competencies

- **Results Orientated:** Ensures all activities undertaken have clear objectives and demonstrable outcomes and that these are achieved.
- **Strong Communicator:** Excellent communication and interpersonal skills, both verbal and written.
- **Analytical, creative and flexible:** A problem solver with strong decision-making skills and critical thinking capabilities with the ability to adapt and change where required.
- **Accountable:** Takes ownership and responsibility for decisions and sets standards to act as a role model.
- **Team Worker:** Ability to work as a strong team leader and team member as required.
- **Resilient:** Demonstrates resilience in responding to challenges.

