

Role: Admissions Director

Reports to: Headteacher

Works closely with: Senior Leadership Team, Heads of Primary and Secondary, Head of Inclusion, Admissions Assistant, Social Media & Marketing support

Role Purpose

The Admissions Director leads and develops the school's admissions and enrolment strategy, ensuring exceptional family experience, strong systems, and sustainable growth and retention.

This is a high-profile leadership role combining relationship-building, data-informed decision-making, and strategic development. The postholder acts as a key ambassador for Byron College within the international and local community. There is the potential for the role to develop into a full Senior Leadership Team position over time, subject to impact, experience and school needs.

Key Responsibilities

Admissions Leadership and Family Experience

- Lead the admissions journey from enquiry to enrolment and re-enrolment
- Ensure every family receives a warm, personal and professional experience
- Conduct school tours, meetings and follow-ups with prospective families
- Build strong relationships based on trust, clarity and educational guidance
- Support smooth transition and onboarding of new students
- Make confident, values-aligned decisions about student fit in collaboration with SLT and Inclusion team
- Navigate complex family situations with empathy, clarity and professionalism
- Ensure admissions decisions align with school values, capacity and student wellbeing

Systems, Data and Strategic Analysis

- Oversee admissions systems and CRM processes
- Analyse entrance tests and assessment results
- Monitor enquiries, applications, conversion, retention and forecasts
- Produce regular admissions reports and strategic analysis for the Headteacher and SLT
- Identify trends in family satisfaction, retention patterns and cohort sustainability
- Continuously improve efficiency, communication and workflow
- Lead and support the work of the Admissions Assistant
- Contribute to whole-school planning around cohort balance and growth

Strategic Development (as the role evolves)

- Strengthen the school's profile and reputation within the international and local community
- Develop meaningful partnerships with employers, embassies, relocation agents and networks
- Hold internal and external marketing support to account; drive improvements in enquiry quality and reach
- Contribute to analysis and action on retention patterns, family satisfaction trends, and long-term enrolment sustainability
- Challenge and refine the school's positioning and value proposition based on evidence

Teaching (optional, subject to capacity and school needs)

- A reduced teaching commitment may be included if operationally viable and mutually desired, supporting ongoing connection to classroom life

Safeguarding

The postholder will uphold the school's safeguarding policies and procedures and promote the welfare of all students.