

Job Title : **Head of Admissions & Marketing**
FTE : **1.0 FTE (Full time)**
Department : **Support Staff**
Date : **September 2025**

Safeguarding

The British School of Amsterdam is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. The offer of the role will be made subject to receipt of satisfactory references, proof of relevant qualifications, identification checks and other safeguarding checks including international background checks (where appropriate).

Diversity, Equity and Inclusion (DEI)

The British School of Amsterdam is committed to a culture of diversity, equity, and inclusion. We believe that a diverse staff body reflects and supports the diversity of our pupils and wider society and leads to a cognitive diversity which promotes excellence in all areas.

Organisation Context

Direct Reports

Communications & Marketing Manager, Senior Admission Officer, Admission Officer, Admission & Marketing Officer, Graphic Designer/Photographer

Line Managers

Bursar (with dotted line to School Principal)

Purpose of the Job

The key focus of the role will be to further develop and implement growth strategies and tactical business development plans that ensure attraction, recruitment and retention of pupils. This will be carried out through demonstrating the schools' promises and highlighting these through key touch points within the school community both internally and externally. This position will support the school's leadership team in further advancing a leading international school in its growth and development.

The Head of Admissions and Marketing will have the responsibility for leading Admissions and Marketing staff and ensuring a seamless pupil journey through setting relevant policy, procedures, quality standards, customer service standards, and ensuring their delivery to all prospective pupils, applicants, and their influencers. They will inspire, motivate and guide everyone who contributes to the marketing, communication and admissions functions and will provide training and mentoring as necessary.

The Head of Admissions & Marketing is responsible to:

- Actively support and promote the vision, ethos and positive culture of The British school of Amsterdam
- Seek opportunities to develop and embed the vision's 'three pillars' with all stakeholders: to nurture; to inspire; and to empower
- Encourage pupil voice to promote the vision of The British School of Amsterdam

Vision

Forward looking, forward thinking. The best that British international education can offer. A thriving school community which nurtures, inspires and empowers everyone to be the very best they can be.

Role and Responsibilities

The Head of Admissions and Marketing will be primary responsible for:

- ❖ **Marketing strategy:** *Attracting pupils and creating and showcasing the best journey for Pupils and Parents*
- ❖ **Pupil Numbers:** *Achieving the school's targets and reporting on progress and pipeline*
- ❖ **Customer relations:** *Together with the Management Board, building and maintaining excellent relationships with our community of Key Customers, Agents, Parents, Alumni, etc.*
- ❖ **Communication & PR Strategy:** *Creating attractive and relevant internal & external communications that effectively convey the School's messaging*
- ❖ **Admissions Processes & Systems:** *Maintaining an efficient, effective and solid system to efficiently process applications and store pupil data*

Responsibilities include:

- Work with the leadership team to build and achieve pupil and department budgets, tracking and reporting on admissions progress
- Lead and develop the Admissions & Marketing team
- Enhance admissions processes to promote the school, enrol pupils, and ensure a positive experience for prospective families
- Design and monitor parent touch-points, ensuring consistent customer care from all staff involved in admissions
- Collaborate with the IT and Data Team to maintain an accurate and compliant admissions database (iSams)
- Develop and implement internal marketing and retention programs
- Manage Admissions and Marketing budgets, analyzing ROI of marketing activities
- Raise school awareness in key markets to generate sufficient high-calibre enquiries
- Develop community relations, networking initiatives, and engage with key customers and agents
- Conduct regular market analyses
- Manage & monitor the school's brand and reputation, ensuring consistency and adherence to guidelines
- Develop and measure PR and advertising strategies, maintaining a continuous stream of newsworthy content across all media
- Provide content and design oversight for the school's digital platforms (website, intranet, portals)
- Develop and manage search engine optimisation (SEO) and oversee social media activity, including reporting on key digital metrics
- Oversee production of marketing material, branded items, and signage
- Develop, plan, and facilitate the school's events program (internal and external)
- Oversee the development & maintenance of alumni and Parents' Organisation relations
- Lead, analyze, and report on parent engagement using surveys and other feedback

methods

- Develop and maintain an outreach program to widen the school's network and foster positive community relationships

This job description provides a summary of the expected roles and responsibilities of the post holder. These responsibilities are not an exhaustive list. Schools being vibrant organisations, the detailed duties of the post holder may change as the school and the role develop. The post holder will be required to be a champion for innovation and continuous improvement and, with it, demonstrate a flexible approach to their role.

PERSON SPECIFICATION

Experience

- Proven work experience in a similar role
- Experience in leading and developing a team
- Experience of working with/in Admissions for the education sector, or similar
- Experience in marketing and communications in the service sector
- Experience of building and controlling cost budgets
- Experience in working with (pupil) data and databases (including ISAMS)
- Experience of the International school sector (preferred)
- Experience or understanding of the British educational system (preferred)

Qualifications

- HBO or Bachelor's degree and/or equivalent experience in Marketing, Business or similar

Skills, Knowledge and Abilities

- **Inspirational Leader:** Possesses the vision, energy, ability, and drive to inspire and motivate others, ensuring effective strategy implementation
- **Outstanding Ambassador:** Possesses a "can-do" attitude, enthusiasm, and gravitas to be an outstanding ambassador for The BSA
- **Marketing Acumen:** Knowledge of marketing best practices and a proven ability to establish and implement robust marketing strategies
- **Admissions Expertise:** Knowledge of best practice admissions processes and management
- **Results-Oriented:** Proactive and able to prompt others to ensure deadlines and targets are met
- **Effective Communicator:** Demonstrable ability to listen, build rapport, and communicate clearly, accurately, and persuasively, both verbally and in writing, with diverse audiences
- **Networker:** Experienced in high-level networking to build creative, mutually beneficial relationships that positively impact strategic and tactical business development
- **Strong Presenter:** Strong presentation skills at various levels, including effective construction and delivery of information and reports
- **Interpersonally Skilled:** High level of positive interpersonal skills and emotional

intelligence, as well as being approachable

- **Detail & Deadline Oriented:** Strong attention to detail, deadlines, and budgets
- **Technologically Proficient:** Developed IT skills and a good understanding of educational technology
- **Data-Driven Strategist:** Detailed understanding and ability to interpret market research, data, and databases for customer relationship management and marketing
- **Analytical Thinker:** Strong analytical skills with a proven record of using data and research to support initiatives
- **Discreet & Data Compliant:** Exercises discretion when handling sensitive information, including parental data, and is aware of GDPR rules and limitations
- **Organized & Efficient:** Well-organized with effective time management skills
- **Proactive & Diplomatic:** A self-starter with a mature, responsible, frank, and diplomatic approach to challenges
- **Collaborative Team Player:** A mature team player capable of cross-level and departmental cooperation
- **Committed & Persistent:** A mindset of delivering commitments and persistence in following through on multiple projects
- **Advocate for Independent Education:** Understands and believes in the aims and ethos of independent education
- **Role Model:** Adheres to and embodies school policies and procedures
- **Unwavering Integrity:** Demonstrates unfailing integrity
- **Child-Centric:** Possesses warmth, humor, and a total commitment to young people and their safeguarding