

Job Description

A) Job title: Director of Admissions cross charity (Domestic and International)

B) Responsible to: The Director of Marketing / The Headmaster of the College

C) Job Summary

This is a crucial leadership role for the Charity, taking responsibility for the recruitment and selection of outstanding children for entry from Reception through to sixth form, requiring vision, imagination and empathy. The Director of Admissions will be expected to work collaboratively with the Director of Marketing and other senior managers to lead the development and execution of outstanding admissions strategy. The postholder will nurture excellent relationships with all key clients: the prospective parents, agents, prep schools and other feeder schools. Customer service is key and the Director of Admissions will be expected to ensure that parents and prospective parents receive a tailored, courteous, warm and prompt service.

D) Duties and Responsibilities

To lead a team focused on recruiting pupils at all points of entry to the Prep School and the College to meet financial targets consistent with recruiting individuals with excellent academic, artistic, sporting and musical abilities who will benefit from the education offered by the Charity. To foster and develop excellent relationships with feeder school Heads and prospective parents and relevant staff through delivering the Schools' vision, values and ethos. To work with the Marketing team to ensure the central marketing strategies of the schools are reflected in the work and processes of the Admissions department. To take overall responsibility for the UKVI compliance requirements for overseas pupils. The successful candidate will be expected to have an understanding of the UK independent sector and international recruitment.

Main duties

- Work closely with the Admissions teams at both schools to lead and guide the Admissions team in pupil recruitment towards the Charity's growth targets for Domestic and International Markets.
- Work with academic staff to stimulate and improve pupil recruitment.
- Deliver an impressive, effective, and efficient admissions process for applicants, which reflects the values and ethos of our two schools.
- Ensure parental experience of admissions is error free and highly positive.
- Lead the forecasting, statistical review, analysis and reporting of all pupil admission data.
- To use platforms such as Power BI to create real-time data insights that show prospective pupil numbers at each stage of the admissions pipeline for wider internal consumption and engagement planning.
- Systematically and regularly review and develop admissions procedures after monitoring the results and effectiveness of all activities.
- Provide guidance to the admissions team in respect of building relationships with prospective parents, standards of service, customer experience and engagement, communication, key metrics and data capture and promotional events.
- Remain informed about the market and competition. Keep abreast of, and respond to, key market trends in pupil recruitment.
- Responsible for transformational admissions strategies to maximise pupil recruitment.
- To develop and implement a structured annual admissions cycle, optimising timelines, workflows, and cross-departmental coordination to ensure all normal seasonal and time-critical events and

actions, such as scholarships, housing allocations, onboarding programmes and rollover activities are delivered efficiently.

- To work with the Director of Marketing to define and then deploy an effective International Recruitment Strategy.
- To liaise with the Finance Department and the Foundation Office regarding bursaries, scholarships, named awards, and other funding opportunities, making recommendations for awards, agreeing allocations and ensuring timely communication of all outcomes and decisions.
- In this hands-on, highly visible role, you will lead by example, using first-hand knowledge of the Schools to deliver personalised tours, meet-and-greets, and wrap-ups. You will also conduct outreach and build strong I-to-I relationships that nurture interest and support families through their decision-making.
- To ensure that, while we have Domestic and International specialists, the team operate as one—supporting each other as needed, to deliver a unified, seamless admissions service that provides every family with a friction-free, timely experience regardless of market entry point.
- To line-manage, motivate, and inspire a team of Admissions staff cross charity.

Admissions (Domestic and International)

- Be responsible for the admissions policy and all paperwork issued by the Admissions Department
- Oversee the admissions process from the first enquiry to the pupil joining
- Be an active, approachable and engaging presence for all staff, pupils and parents
- Ensure that the Admissions Office is fully integrated and engaged with all aspects of school life
- Use all available performance data to fine-tune the schools' recruitment and admissions processes
- Represent the Charity and attend all appropriate school events and functions
- Provide advice to parents/guardians about availability of places in all year groups
- Provide advice to parents/guardians on entry criteria
- Oversee the arrangement of prospective parents'/guardians' visits and tours
- Knowledge of HMC guidelines, application and implementation
- Oversee the organisation of programmes for scholarships
- Oversee the testing of overseas students meeting all current requirements
- Oversee the testing of UK candidates at pre-selection, I3+ scholarship, I6+ and other entry points
- Produce regular pupil number reports for the Headmasters and, in collaboration with the Director of Marketing to report to the Board of Governors from time to time and inform future pupil forecasts and marketing strategies
- Be responsible for UKVI compliance and process for overseas students
- Ensure all safeguarding protocols are adhered to
- Line manage the Admissions staff
- Review the current management information systems and ensure Admissions staff keep an accurate database and make best use of its functionality
- Maintain the College roll and be able to optimise allocation of pupils to Houses
- To liaise with Housemasters and Housemistresses regarding house lists, house moves (re-Admissions), and allocations at set times throughout the year and on an ad-hoc basis.
- Maintain the ISI and DfE census information for both schools
- Oversee and ensure the admissions process is timely, effective and efficient; devise new procedures where needed
- Ensure deposits and other admissions related charges are received and accounted for in a timely fashion

Marketing

Admissions is a strategically important function that works in close partnership with Marketing to achieve the Charity's pupil recruitment goals. As all admissions activity carries an inherent marketing dimension, the Director of Admissions must ensure the team operates with this awareness. Admissions work should remain fully aligned with the Charity's marketing strategy and integrated with Marketing's plans and campaigns, with regular collaboration essential to delivering shared objectives.

Areas of responsibility include:

- Identify, attract, and recruit highly able, talented, and impressive pupils in alignment with the Charity's strategic objectives to drive growth and achieve targets.
- Ensure our brand is consistently represented, clearly reflecting the Charity's vision and values across all recruitment activity.
- Work closely with Marketing in the planning, preparation, and production of marketing materials that support pupil recruitment.
- Conduct market research with the Director of Marketing and provide actionable insights from Admissions and your experience with prospective families to help improve marketing materials and touchpoints.
- Lead preps school liaison activities, collaborating with the Marketing team to maintain and strengthen relationships.
- Develop strong, productive relationships with international student agencies while actively cultivating valuable non-agency contacts overseas.
- Support the Director of Marketing with the organisation and delivery of Open Days, Open Mornings, and other recruitment/conversion events.
- Facilitate visits to and from prep schools, and International Agents to help foster positive relationships with key stakeholders.
- Represent both Schools at Domestic/International prep school fairs and other recruitment events as required.
- Work with the Director of Marketing to map the full customer journey, identify key touchpoints, close content gaps, and establish a structured communications framework with an appropriate cadence.
- Collaborate to improve the clarity, structure, and effectiveness of admissions-related content and digital pathways, ensuring enquiry, application, and follow-up processes are simple, intuitive, and optimised for conversion.

E) Person Specification

- The following knowledge and experience is essential:
- Experience of independent schools; in addition, experience of the role of Registrar and the Admissions process would be desirable.
- Understanding of a Sales and Marketing environment in an independent school context.
- Understanding of prep schools.
- Experience with highly prestigious customer service environments.
- Experience of successfully managing a small to medium sized team.

Personal attributes would include:

- A high degree of literacy and numeracy.
- A pragmatic approach to work.
- A self-starter and highly motivated.
- The ability to lead by example and create a stable working environment for self and others.
- Possession of excellent communications, management and relationship skills and the ability to relate to and work with a variety of people from different backgrounds.

- An aptitude to demonstrate fairness and impartiality.
- The ability to exercise discretion.
- Being able to demonstrate reliability, resilience and having a calm approach.
- A likeable disposition and ability to get on with those at all levels.

F) Terms and Conditions

Salary: c.£60,000 dependent on experience.

Hours of Work: Such hours as necessary to fulfil the requirements of the role but expected to be a minimum of 40 hours per week. You may be required to work a few evenings and some Saturday mornings so flexibility as to the days and times worked is crucial.

Pension: After three months' service you may be automatically enrolled into the Eastbourne College WorkSave Pension Scheme (details are available from the HR Department), depending on your level of earnings, however you may also choose to opt into the pension scheme. The College will contribute 5% of your gross salary and you must also contribute 3% of your gross salary. You may choose to opt out of the pension scheme.

Holiday: Five weeks annual holiday.

Other Benefits:

- Life Cover of three x salary.
- Free lunch when Dining Hall open
- Free use of College sports facilities
- Annual pay review.

G) Application Process

To apply, please visit <https://www.eastbourne-college.co.uk/contact/employment-opportunities/> and click the Apply Now button to complete the required application form.

A letter of application (addressed to the Headmaster), evidencing your suitability for the post against the job description and person specification described above, and an up-to-date CV should be uploaded with this online application form.

Please also provide the contact details of two referees, one of whom should be your current employer. Early applications are encouraged. Applications will be considered upon receipt, and we reserve the right to withdraw this vacancy

All applications must be received by **Friday 10 April 2026**. All candidates will be contacted shortly after the closing date with interviews taking place at the College thereafter.

For further information please contact Human Resources Department on hr@eastbourne-college.co.uk or phone 01323 452288

H) Safeguarding Statement

Eastbourne College (Incorporated) is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The appointment is subject to appropriate child protection screening, including checks with past employers and the DBS.



All posts are exempt from the Rehabilitation of Offenders Act 1974 and the Charity is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children.

Eastbourne College (Incorporated) welcomes applications from all sectors of the community as we aspire to attract staff that match the social and cultural diversity of our pupil intake. We consider the most important factor to be the right skills, abilities and attitude for the job which will ultimately improve the well-being and education of the pupils.

Eastbourne College (Incorporated) is a non-smoking establishment.