



**EduExec Recruitment  
Limited**

## **EER227**

**Head of Admissions & Marketing**  
**South East England**  
**Immediate Availability**  
**£65,000**

Led the end-to-end international student journey, increasing annual school turnover by £3m, recruiting and integrating all boarders while contributing as a Senior Leadership Team member. Expanded the school's online presence and social media reach, produced key marketing materials to strengthen engagement locally and internationally.

## **EER227**

Highly experienced and motivated senior leadership professional with a proven track record in marketing, admissions, administration, and business development. Skilled in working discreetly and effectively with UHNW families and international stakeholders, ensuring the highest standards of professionalism and service. Experienced in supporting executive leadership teams and contributing to strategic decision-making, while maintaining a keen eye for detail and operational efficiency. Proficient across a range of platforms, including Office Suite, CRM systems (iSAMS & Salesforce), financial platforms (Xero & QuickBooks), and Adobe Creative Suite.

### **Independent School**

**March 2022 – November 2025 Head of Admissions & Marketing**

#### Admissions & Sales:

- Guiding families through every stage of the admissions journey from enquiry to acceptance with responsiveness, discretion, clarity, and warmth.
- Increased annual school turnover by £3m through targeted international student recruitment.
- Recruited and integrated all international boarders enriching cultural diversity within the school.
- Managed visa and immigration processes for all international students, including embassy liaison, file preparation, submission of permit requests, and oversight of annual renewals with local authorities.
- Planned and led admissions events such as international school fairs and overseas recruitment travel, strengthening global visibility and engagement.
- A member of the Senior Leadership Team (SLT) and held weekly strategy meetings to monitor admissions performance, retention, and growth, delivering detailed reports and insights on student data.

#### Marketing:

- Enhanced school marketing by expanding social media reach and strengthening the school's online profile via Instagram, Facebook, YouTube and LinkedIn.
- Design and preparation of school marketing material including brochures, leaflets, banners, business cards etc.
- Liaising with the school photographer to capture moments happening on campus / sporting events across the seasons and organising events to promote the school across the group and internationally.

#### Finance:

- Managed student financial accounts, including issuing invoices for tuition, boarding, deposits, and ancillary charges. Including weekly reconciliations of tuition fees and additional income, reporting outstanding balances.
- Administered student insurance policies, coordinating setup and communication between parents and brokers to ensure full compliance and coverage.





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**Services Group, London  
Business Manager**

**September 2019 – March 2022**

- Supporting a team of 80 associates via a wide variety of ad hoc projects that strengthen and develop the Market Centre both financially and operationally. Onboarding and set up of all new associates whilst demonstrating & promoting the culture and values. Including accounts, websites, CRM's, shared drives & personalised content/material.
- Monitoring multiple inboxes and dealing with enquiry allocation from portals, websites, and incoming calls for associates.
- Monthly & quarterly statistics for directors & board alongside internal reporting for associates (listings, pipeline, conversation rates, production & training attendance).
- Managing company compliance including insurance, memberships and house training for employees / associates.
- Full accounts management from bookkeeping, VAT returns, payroll & pensions, monthly & annual accounts. Issuing invoices to solicitors and processing commission payments to associates in line with associates cap allocation. Reconciliation of bank statements & online payment portals.
- Provide ongoing training and support for associates including social media, CRM's, platforms and training calendars.

**Large Investment Group London  
EA to Chief Investment Officer and Managing Directors**

**March 2019 – September 2019**

- Extensive diary management for whole portfolio team across various time zones. Arranging and booking travel (UK & overseas) including flights, cars, hotels, and the organisation of visas when required.
- Facilitate all logistical arrangements and ensure all documentation is prepared in advance of meetings.
- Management of inboxes to filter tasks for meeting attendance, preparation, follow up and actions.
- Liaising between other execs and senior management under the Brand (internal & external).
- Remaining highly confidential during discussion regarding new acquisitions and identifying new potential opportunities for the portfolio team to explore.

**Services Group, London  
EA / Office Manager**

**January 2016 – March 2019**

- Provide comprehensive diary management, having full autonomy to make decisions using initiative to resolve conflicts and exercise judgement on priorities. Including itinerary planning, flight / travel booking and ensuring visas are in place where required.
- Proactively monitor meeting attendance, taking ownership to ensure enquiries and issues are appropriately delegated and resolved effectively. Minute taking when in attendance.
- Facilitate all logistical arrangements and ensure all documentation is prepared in advance of meetings.
- Organising quarterly and annual events with team managers. Facilitate logistical and accommodation requirements as necessary.
- Assigned Data Protection Officer, ensuring all legislation and training throughout the firm is current and up to date alongside the point of contact for any client correspondence (SAR's, data deletion and potential GDPR breaches).



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- Weekly bank reconciliations and cash flow reporting across multiple bank accounts and submitting VAT returns. Payroll and pensions for all staff (first two years), collate and process expenses and supplier invoices.

## **EDUCATION**

### **St Bernards Catholic College**

**September 2010 – July 2012**

- A Levels: Biology, Chemistry, Psychology.

### **The Appleton School**

**September 2005 – July 2010**

- GCSE's: A-B: Mathematics, Science, Additional Science, Business Studies, English Language, English Literature, Physical Education, Advanced Mathematics, Statistics, Food Technology.