

LOCATION	International School of Athens	
JOB TITLE	Head of Admissions	
JOB PURPOSE	To lead and deliver a best-in-class admissions experience for prospective families throughout the entire journey—from initial inquiry to enrolment and onboarding—ensuring a seamless, personalised, and engaging process that reflects the school's values and contributes to strong enrolment outcomes.	
REPORTING TO	Head of School Dotted reporting line to European Head of Admissions & Marketing	
DIRECT REPORTS	Head of School	
OTHER KEY RELATIONSHIPS	Internal <ul style="list-style-type: none"> ▪ Parents and students ▪ Head of School ▪ School SLT and staff ▪ School Marketing team ▪ Country MD ▪ European Director of Admissions & Marketing 	External <ul style="list-style-type: none"> ▪ Parents and students ▪ Local government and educational authorities ▪ Corporate HR teams and key employer accounts ▪ Relocation agencies and school placement consultants ▪ Feeder schools and community partners
PACKAGE	Competitive	
KEY RESULT AREA		MEASURES OF PERFORMANCE
1. Deliver an Exceptional Parent Experience <ul style="list-style-type: none"> ▪ Ensure every family has a positive, professional, and personalised admissions experience. ▪ Respond to all parent enquiries within 24 working hours. ▪ Maintain warm, clear, and articulate communication across all touchpoints. ▪ Curate memorable and meaningful “magic moments” that build trust and confidence in the school. 		<ul style="list-style-type: none"> ▪ Parent satisfaction feedback, ▪ Lead conversion metrics, ▪ Mystery shopper results, ▪ Weekly KPI reports
2. Understand Family Needs and Tailor the Experience <ul style="list-style-type: none"> ▪ Engage with families to deeply understand their needs and motivations. ▪ Provide thoughtful, responsive, and empathetic guidance. ▪ Tailor school messaging and offerings to individual family expectations. ▪ Represent the school at recruitment events, open days, and outreach activities. 		<ul style="list-style-type: none"> ▪ Parent testimonials, ▪ Event feedback, ▪ Conversion from inquiry to visit/application ▪ Delivery of weekly KPIs ▪ Feedback from parents ▪ Mystery shop
3. Lead Conversion Through the Admissions Pipeline <ul style="list-style-type: none"> ▪ Manage and optimise the admissions pipeline: from inquiry through to enrolment and onboarding. ▪ Drive lead follow-up and re-engagement strategies. ▪ Support families through the application, assessment, and offer processes. ▪ Ensure smooth onboarding and transition for new families. ▪ Measures: Conversion and yield rates at each pipeline stage, enrolment numbers, weekly CRM updates 		<ul style="list-style-type: none"> ▪ Conversion and yield rates at each pipeline stage, ▪ Enrolment numbers, ▪ Weekly CRM updates ▪ Delivery of weekly KPIs ▪ Feedback from parents ▪ Mystery shop

4. Promote the School's Value Proposition <ul style="list-style-type: none"> Articulate the school's unique educational offering and community ethos. Connect family needs with school strengths and opportunities. Advocate the benefits of the wider school group (Dukes Education) and its collaborative advantages. 	<ul style="list-style-type: none"> Alignment of messaging with brand strategy, Effectiveness in promoting USPs,
5. Support Retention and Re-enrolment <ul style="list-style-type: none"> Collaborate with school leadership to deliver a seamless re-enrolment process. Support retention strategies through proactive parent communication and service. Ensure all administrative and contractual steps are handled efficiently. 	<ul style="list-style-type: none"> Year-on-year retention rates, Process completion timelines, Re-enrolment feedback
6. Ensure Compliance with Admissions Policies and Regulations <ul style="list-style-type: none"> Maintain up-to-date knowledge of group and regulatory admissions policies. Ensure admissions processes meet all relevant standards and legal requirements. 	<ul style="list-style-type: none"> Compliance audits, Issue resolution turnaround time
7. Maintain Accurate Admissions Data and CRM Use <ul style="list-style-type: none"> Ensure timely and accurate data entry into the school CRM system (e.g., Salesforce). Track, manage, and report on all lead and enrolment activity with attention to detail. Uphold data privacy and protection standards. 	<ul style="list-style-type: none"> CRM data quality and timeliness Audit feedback, Pipeline management reports KPI dashboards
8. Use Data to Inform Strategy <ul style="list-style-type: none"> Monitor admissions trends, lead sources, and conversion metrics. Identify growth opportunities and help address pipeline challenges. Provide insights to inform marketing and recruitment strategies. 	<ul style="list-style-type: none"> Contribution to enrolment planning, Identification of target market opportunities Conversion rates
9. Lead and Develop the Admissions Team <ul style="list-style-type: none"> Coach, support, and manage the performance of Admissions Officers. Foster a collaborative, high-performing team culture. Promote cross-functional collaboration across school departments. 	<ul style="list-style-type: none"> Employee performance review rating(s) Team conversion rates Team feedback
10. Commit to Professional Growth and Development <ul style="list-style-type: none"> Actively seek opportunities for training and skill development. Embrace feedback and reflect on performance for continuous improvement. Contribute positively to the wider admissions network within the school group. 	<ul style="list-style-type: none"> Positive performance appraisal Achievement of personal development goals

PERSON SPECIFICATIONS	
Qualifications / Training	
Bachelor's Degree	Desirable
Experience / Knowledge/ Skills	

Minimum 5 years working in a sales or service delivery sector	Essential
Good cross-cultural, interpersonal & communication skills and an affinity for interacting with diverse nationalities and cultures	Essential
Strong leadership skills	Essential
Experience of having managed a team	Desirable
Experience of having worked within a service delivery sector, education sector experience a bonus	Desirable
Outstanding written and verbal communication skills in both English and Greek	Essential
Excellent time management skills and flexibility in dealing with multi-functional tasks	Essential
Experience of working with a CRM (Salesforce) and / or Management Information System	Essential
Personal Attributes	
A warm, personable and curious character	Essential
Creative and technical thinking ability	Essential
Self-motivated, flexible and adaptable to different tasks at hand	Essential
Proactive and able to prompt others to ensure deadlines and targets are achieved, calm working under pressure	Essential
High level of integrity	Essential
Excellent time management and organizational skills	Essential
Proficient communicator both oral and written	Essential
Excellent attention to detail	Essential
Affinity with and interest in education	Essential