JOB TITLE: Group Director of Admissions

LOCATION: Manchester Group Head Office – 1–2 days per week  
REPORTS TO: Chief Investment and Strategy Officer  
SALARY: Up to £90,000 + bonus depending on experience

JOB PURPOSE

This is a high-impact, strategic leadership role responsible for driving customer growth across all education services, including multi-territory markets. You will define and deliver a data-driven pupil growth strategy that aligns with the Group’s commercial and mission-led goals.

You will take strategic ownership of the entire admissions funnel: from brand awareness to enquiry and conversion, working closely with marketing, commercial, regional admissions teams, and service delivery teams to deliver consistent, scalable, and sustainable growth.

You will also play a critical role in shaping and supporting the development of clear, evidence-led propositions for each school or service. This will ensure every setting is positioned with a compelling and distinctive identity in its local market – a key driver of engagement and enrolment.

You will be responsible for setting strategy and direction, then mobilising internal teams and external partners to deliver results.

KEY RESPONSIBILITIES

* Define and lead the Group’s pupil growth strategy across digital and offline channels, aligned to commercial goals.
* Develop and deploy multi-channel, multi-territory campaigns that generate qualified leads and drive customer acquisition.
* Collaborate with Business Development, Admissions, and Operations teams to optimise funnel performance from initial enquiry to conversion.
* Own and optimise digital user journeys, landing pages, and lead capture processes.
* Build and embed a campaign planning and reporting cycle, underpinned by clear performance metrics (e.g. CAC, ROI, CPL, MQL to SQL conversion).
* Ensure all creative and content outputs align with OFG’s brand values and service proposition.
* Manage external agencies and partners to ensure cost-effective, high-performing delivery.
* Leverage customer and market data to drive segmentation, targeting, and personalised engagement strategies.
* Develop and oversee nurture flows including remarketing, email journeys and retargeting campaigns.
* Build, lead and coach a high-performing in-house team and/or freelance/agency support.
* Shape and refine school-level propositions to ensure each setting has a clear, compelling, and differentiated identity in its local market.
* Work closely with marketing and regional teams to translate customer insights into evidence-led propositions that support growth and clarity.

STANDARD RESPONSIBILITIES

* All OFG Group employees are expected to:
* Participate in the annual performance review and development process.
* Operate in line with OFG’s policies, procedures and statutory requirements.
* Maintain strict confidentiality in all aspects of work.
* Adhere to all health and safety regulations.
* Comply with OFG’s safeguarding commitments and values, especially regarding children, young people, and vulnerable adults.

KEY MEASURES OF SUCCESS

* A clear, measurable customer growth strategy in place and owned.
* Performance KPIs actively monitored (e.g. ROI, CPL, funnel conversion, marketing-influenced revenue).
* Regular reporting and data-led decision-making across teams.
* 48-hour lead handover SLAs met; commercial syncs embedded weekly.
* Clear, distinctive school/service propositions in place and aligned to local market segments.
* Strong cross-functional collaboration with Business Development, Marketing, and Regional teams.

EXPERIENCE, SKILLS & QUALIFICATIONS

* Significant experience in a senior B2C growth or performance marketing role, ideally within education, care, health, or services.
* Proven track record of delivering lead generation and customer acquisition strategies across multiple markets or regions.
* Deep understanding of digital performance metrics and conversion rate optimisation.
* Experience managing cross-functional teams and external agency relationships.
* Strong commercial acumen with a focus on outcomes and ROI.
* Excellent project management, communication, and stakeholder engagement skills.
* Emotionally intelligent, collaborative and aligned with OFG’s values and purpose.
* A proactive self-starter who thrives in fast-paced, high-accountability environments.
* Experience in proposition development and market segmentation highly desirable.

Job Holder’s Signature

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Signed on behalf of Outcomes First Group  
Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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