



JOB TITLE: Marketing and Admissions Director

LOCATION: Remote with regular travel to school sites across the UK

REPORTS TO: Managing Director

ACCOUNTABLE TO: Managing Director

CONTRACT: Permanent

ABOUT US:

At Outcomes First Group, we believe every child can thrive when given the right environment for success. As one of the world's leading providers in our sector, we deliver exceptional, research-led education tailored to each individual, with smaller class sizes and personalised learning plans.

Blenheim Schools is Outcomes First Group's newly acquired all-ability schools' division, delivering inclusive, high-quality education for pupils of all abilities. Blenheim Schools combine strong academic foundations with a personalised, pupil-centred approach, supporting sustainable growth while maintaining educational integrity and quality.

JOB PURPOSE:

The Marketing and Admissions Director will set and own the sales and marketing strategy for Blenheim Schools

The role owns the end-to-end commercial funnel, from market positioning and demand generation through to admissions strategy and conversion, ensuring growth is aligned to school capacity, educational delivery and long-term sustainability. The role is accountable for delivering enquiry, conversion and revenue growth targets across Blenheim Schools. This includes, ownership of sales performance, forecasting and commercial optimisation across the full admissions pipeline. This role leads a multi-disciplinary team including Blenheim Admissions, School Marketing Managers and Digital Marketing, setting clear priorities, frameworks and performance expectations while enabling strong local delivery at school level.

KEY RESPONSIBILITIES

Strategy & Leadership

- Set and own the sales, marketing for Blenheim Schools.



- Supporting marketing within SEN to local authorities and parents.
- Translate group and divisional priorities into clear, executable plans.
- Act as a senior leader within the Commercial team.

Growth & Commercial Performance

- Own the full enquiry-to-placement funnel, ensuring strong pipeline health and conversion.
- Balance growth ambitions with school capacity, cohort planning and readiness.
- Drive the Admissions team performance across schools to deliver ahead of target mentality
- Use insight and data to drive decision-making, prioritisation and investment.

Blenheim Admissions Leadership

- Provide strategic leadership to the Blenheim Admissions team.
- Ensure admissions frameworks, standards and forecasting are robust and scalable.
- Maintain oversight of risk, safeguarding and reputational considerations within admissions.

Marketing & Brand Leadership for Blenheim and SEN

- Lead marketing strategy across schools using both traditional and digital channels.
- Ensure consistent brand positioning, messaging and quality across Blenheim Schools and SEN.
- Oversee school-level marketing delivery and central digital capability.

Team Leadership & Capability

- Lead, develop and performance-manage a high-performing team.
- Set clear objectives, ways of working and accountability across functions.
- Build capability to support growth across a multi-site school group.

Stakeholder & Governance

- Work closely with school leaders to align growth plans with educational delivery.
- Partner with central functions including finance, education and operations.
- Provide clear reporting and assurance to the Managing Director and Group stakeholders.

Sales Leadership

- Owns sales performance across the enquiry-to-placement pipeline
- Set and monitor sales targets, KPIs and forecasting models
- Leads the development of sales frameworks and conversion strategies
- Ensures consistent, high-quality sales practices across all admissions teams
- Drives proactive outreach to local authorities, parents and referral partners



STANDARD RESPONSIBILITIES

There are a number of standard duties and responsibilities that all employees, irrespective of role or seniority within OFG Group, are expected to adhere to:

- Lead, manage and participate in the annual performance review programme.
- Work at all times in accordance with OFG Group policies, procedures and statutory regulations.
- Observe strict rules of confidentiality appropriate to the role.
- Comply with Health and Safety requirements to ensure personal and colleague wellbeing.
- Work in accordance with OFG's commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults.
- Undertake other duties as reasonably assigned.

MEASURES

- Sustainable growth aligned to school capacity and quality.
- Strong admissions pipeline and conversion performance.
- Clear, consistent brand presence across Blenheim and SEN Schools.
- Effective leadership of Blenheim admissions and marketing functions.
- Positive relationships with school leaders and central stakeholders.
- Delivery of priority growth and integration projects.

EXPERIENCE, SKILLS & QUALIFICATIONS

Essential Skills & Experience

- Senior leadership experience across sales and marketing
- Proven experience driving growth within education or a comparable regulated, multi-site environment.
- Strong commercial mindset with the ability to balance growth and risk.
- Experience leading multi-disciplinary teams.
- Confident using data and insight to drive strategy and performance.
- Excellent stakeholder management skills at senior level.



Desirable Skills & Experience

- Experience within independent, international or all-ability school settings.
- Background in private equity-backed or high-growth organisations.
- Experience leading admissions or enrolment functions.
- Experience scaling or integrating newly acquired schools.
- Familiarity with digital marketing and performance analytics.
- Experience leading marketing functions.