



The British School of Brussels (BSB)

# MARKETING AND ADMISSIONS DIRECTOR

Candidate Brief





# Introduction

An opportunity to be a leader at one of the top schools in the world. BSB is a not for profit, inclusive independent international school comprising 1,350 students from approximately 70 countries. Located in the parkland of Tervuren, we enjoy world class facilities set within an inspiring green campus, yet near all the amenities of the university city of Leuven and the capital city of Brussels. But what makes our school an exceptional place to learn and grow, and what really sets us apart, are the relationships we build, the culture of kinship we foster and the pursuit of quality in everything that we do.

We are committed to providing a vibrant and engaging holistic education for our students in a harmonious

atmosphere, where everyone learn together to inspire success. By balancing academic endeavour with pastoral care, and classroom-based learning with enrichment opportunities, we provide our students with the best opportunities possible to broaden their aspirations and horizons.

As one of the top performing schools in the world and top performing school in Belgium, BSB students go on to attend a wide range of top universities across the globe. We believe that our exceptional student outcomes and top world rankings are really a happy by-product of our unique culture built on care, curiosity, and collaboration.

# Purpose of the role

This is a key leadership position responsible for developing the position of British School of Brussels as one of the market leaders in international education. As a senior leader of the school, contribute to the school's vision. Support business growth and activities by developing and implementing an overarching, whole school Marketing, Communications and Admissions strategy, to enhance the school's profile locally and internationally, finding new and innovative ways to increase its reputation and reach, underpinned by detailed tactical and operational action plans. To promote the exceptional work of the school nationally and globally; in doing so attract families to BSB.

**Reporting to:** The Principal & CEO.

The postholder is a member of the senior leadership of the school.



# Responsibilities

## Marketing/Branding & Communication:

Lead, develop and implement the school's Marketing and Communication strategy including PR, stakeholder engagements, social media, advertising and networking to enhance BSB's profile nationally globally.

- Understand key performance metrics and tracking tools for market research, forecasts, competitor analyses, campaign results, and trends, and translate results into actionable insights.
- Identify and communicate key selling points of the school across digital and print media.
- Lead the creation and development of digital/social platforms and ensure consistency of shared contents.
- Position the school as a market leader through hosted events, earned media and speaking opportunities. Ensure that the school has an outreach programme that widens the school's network, positive relationships and reputation.
- Monitor the effectiveness of all digital marketing and ensure content remains engaging, fresh and on brand.



- Manage and measure marketing campaign costs and ensure their effectiveness
- Manage the school's branding and brand guidelines, including the use of logos, images, house styles, tone and voice
- Advise the Leadership Team on any areas of (reputational) risk and provide support on any associated internal or external communications.
- Play a central role in the case of unforeseen events or crisis, take the lead on external communications and proactively take appropriate actions to maintain the positive image and good standing of the school. Act as spokesperson when required.



## Admissions:

Based on market research, analysis and contextual knowledge, develop and implement an Admissions strategy that reflects the uniqueness of the school and ensures the best possible experience for prospective families.

- Lead the school's admission team to devise highly effective admission events and communications, ensuring that the Admissions Department is working effectively and efficiently.
- Be well informed about economic and educational trends in Belgium, the UK and worldwide and anticipate on possible influence on student recruitment

and retention.

- Lead the review of school enrolment data to identify opportunities and risks and develop action plans.
- Ensure a seamless and robust admissions process that is well structured, with clear policies and procedures that are well communicated,
- Oversee the collection and updating of key admissions data interpret this data to inform strategy
- Maintain good relationship with key recruitment channels.
- Inform and guide Leadership Team discussions about retention and student enrolment numbers.

# Responsibilities

## Leadership and management:

- Lead, develop and inspire high-performing Communications, Marketing and Admissions professionals building a cohesive and forward-thinking team, with particular emphasis on professional learning and development of all team members.
- Plan and monitor budgets and expenditures for admissions, marketing and communications.
- Contribute actively to the school's strategic leadership and management
- Work collaboratively with colleagues and members of the Leadership Team to ensure an aligned and whole school approach to admissions, marketing and communications.
- Grow and develop relevant professional networks and be a visible ambassador for the school.

The post holder may be required to perform duties other than those given in the job description for the post. The duties and responsibilities may vary from time to time without changing the general character of the responsibility entailed.



# Individual Requirements

## Qualifications and Experience:

- Master's degree in a relevant discipline.
- Over 10 years of experience in Marketing / Communications and operational / people management.
- Knowledge or experience of the international education market is an asset.

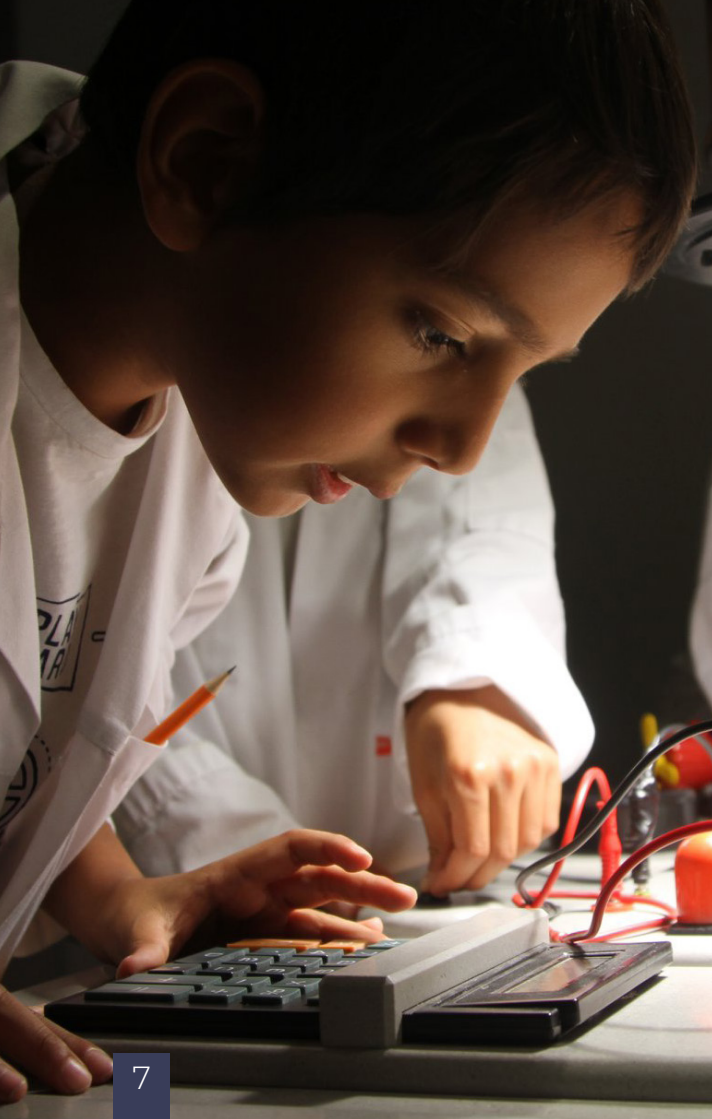
## Personal Skills and Abilities:

- Strategic, analytical, and creative thinker, able to drive change and lead people to work successfully together towards shared goals
- Excellent leadership and organising skills
- Strong interpersonal skills and the ability to manage relationships with key stakeholders.
- Excellent communication skills and confident public speaker, able to engage audiences at all levels.
- High level of technological literacy.

- High aspirations of self and others with a high level of tact and diplomacy
- Strong commercial awareness with profound understanding of branding.
- Flexibility required to attend events in the evenings and weekends.
- High level of spoken and written English is required, knowledge of Dutch and/or French is an asset.

## The Person:

- Commitment to the BSB Guiding Statements
- Committed to achieving the best at all times for BSB students
- Belief that in learning and in life more is achieved together than alone
- Committed to the safety and wellbeing of BSB students.



## Our offer

- A full-time (37,5 h/w), permanent post with generous holiday provision
- An interesting position in an international environment
- An attractive salary - BSB ELT scale – Band 7 representing a minimum of €131.436 and maximum €164.519 gross per year, depending on the years of relevant experience.
- Interesting extra-legal benefits including a hospitalisation insurance, extra pension payments, luncheon vouchers, lease bike scheme, free use of the BSB sport facilities and a relocation package for non-local candidates.
- A team of specialist colleagues in Marketing and Communications and Admissions
- Excellent opportunities for professional development and growth.



# Application process

The **deadline for applications** is Monday 27 January 2025 at 16:00 (CET). Please note that only applications sent in using the application form on the BSB website will be considered. No other submissions will be accepted.

Interviews will be held at the school before mid-February 2025. We look forward to receiving your application. If you have not heard anything further from us by 20 February 2025, please assume you have been unsuccessful on this occasion.

**To apply, follow the instructions on [www.britishschool.be](http://www.britishschool.be) (Job opportunities)**

“The British School of Brussels is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.” (with reference to the most recent KCSIE)

BSB is an Equal Opportunity Employer. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills and experiences within our community.



Learning **together**  
**inspiring** success

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