WINDERMERE PREPARATORY SCHOOL
A NORD ANGLIA EDUCATION SCHOOL

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DIRECTOR OF ADMISSIONS, MARKETING, AND COMMUNICATIONS

POSITION SUMMARY

The Director of Admissions, Marketing, and Communications is a senior leader responsible for advancing Windermere Preparatory School's enrollment, reputation, and engagement with current and prospective families. As a member of the Senior Leadership Team, the Director shapes and executes an integrated strategy across admissions, marketing, brand, and communications in support of the school's mission and strategic priorities.

The Director leads the full family experience journey from initial awareness and inquiry through enrollment, re-enrollment, and advocacy, ensuring that every interaction reflects the warmth, quality, and global character of Windermere Prep. The role combines strategic leadership with disciplined execution, using market insight, data, storytelling, and relationship building to strengthen the school's position as one of Orlando's premier independent schools and to support sustainable enrollment across day and boarding programs.

Working closely with the Head of School, Senior Leadership Team, Nord Anglia regional and central MAC teams, and the broader school community, the Director ensures that the WPS story is clear, distinctive, and consistently expressed. The Director also develops a high-performing team committed to exceptional service, creativity, collaboration, and measurable results.

REPORTS TO

Head of School
Dotted line report to the Nord Anglia Regional Director of Admissions & Marketing

DIRECT REPORTS

Admissions, Marketing, and Communications team members

POSITION TYPE

12-month administrative appointment

CORE RESPONSIBILITIES

Enrollment Strategy and Institutional Leadership

- Serve as a key member of the Senior Leadership Team, contributing market, enrollment, and stakeholder insight to schoolwide planning and decision making
- Develop and execute an integrated admissions, marketing, and communications strategy aligned with the school's mission, strategic priorities, and enrollment goals
- Partner with the Head of School and regional MAC team to establish enrollment targets, priorities, forecasts, and action plans for day and boarding programs
- Advise school leadership on market conditions, competitor activity, family expectations, brand health, and emerging opportunities
- Manage the department budget and deploy resources to achieve the greatest strategic and enrollment impact
- Represent Windermere Prep as a visible and compelling ambassador in the local, national, and international community

Admissions and Family Experience

- Lead the admissions process from inquiry through enrollment, ensuring a personal, responsive, and consistent experience for every prospective family
- Design and continuously improve campus visits, tours, open houses, events, and virtual experiences so families understand the distinctive value of a WPS education
- Establish clear systems, service standards, and follow-up practices that support timely and effective conversion at every stage of the enrollment funnel
- Partner with academic, athletics, arts, residential life, student services, and operational teams to present an authentic and coordinated experience to prospective families
- Ensure admissions practices are equitable, professional, and aligned with school policies, group expectations, and applicable regulations
- Cultivate strong relationships with feeder schools, relocation professionals, educational consultants, agents, community partners, employers, and other referral sources

Retention and Community Engagement

- Partner with school leaders to support re-enrollment, strengthen family confidence, and address themes that influence retention
- Use parent and student feedback, satisfaction data, and community insight to identify opportunities to improve the family experience
- Develop communication and engagement strategies that help current families understand the school's direction, celebrate its strengths, and become advocates for WPS
- Collaborate across divisions to ensure that key moments in the family journey are intentional, consistent, and aligned with the school's values

Marketing Brand and Storytelling

- Define and advance a distinctive market position for Windermere Prep, with particular emphasis on its IB continuum, international community, boarding program, student experience, and college outcomes
- Lead the development and execution of integrated marketing campaigns that build awareness, generate qualified inquiries, and support enrollment priorities
- Bring the WPS story to life through compelling content across web, social media, email, print, video, events, public relations, and paid media
- Ensure consistent use of the school's brand framework, visual identity, key messages, and tone of voice across all internal and external channels
- Oversee the school's digital presence and work with regional and central colleagues to continuously improve the prospective-family experience across owned, earned, and paid media
- Monitor campaign performance and audience response, using results to refine strategy, content, and investment

Communications and Reputation

- Lead a coherent schoolwide communications strategy that keeps families, employees, students, and external audiences informed and engaged
- Establish communication standards, calendars, approval processes, and channel strategies that improve clarity, consistency, and effectiveness
- Serve as a trusted advisor to the Head of School and Senior Leadership Team on sensitive, high-profile, or crisis communications
- Develop productive relationships with media and community partners and identify opportunities to strengthen the school's visibility and reputation

- Protect the integrity of the WPS and Nord Anglia Education brands by ensuring communications are accurate, timely, audience-centered, and aligned with policy

Data Performance and Continuous Improvement

- Own the accuracy and effective use of admissions and marketing data, including Salesforce and other relevant systems
- Develop reliable enrollment forecasts and maintain regular visibility into inquiry volume, pipeline movement, conversion, yield, re-enrollment, and attrition
- Establish and monitor meaningful key performance indicators for admissions, marketing, communications, and family experience
- Analyze performance by grade, program, geography, audience, source, and campaign to identify risks and opportunities and guide action
- Translate data and research into clear recommendations for the Head of School, Senior Leadership Team, and regional colleagues
- Promote a culture of testing, learning, and continuous improvement across the department

Team Leadership and Collaboration

- Recruit, lead, coach, and develop a high-performing Admissions, Marketing, and Communications team
- Set clear goals, roles, service expectations, and accountability while fostering creativity, initiative, and professional growth
- Build strong working relationships across academic and operational teams so enrollment and reputation are understood as shared institutional responsibilities
- Collaborate actively with Nord Anglia regional and central teams, sharing insight and applying group resources and best practices to the local context
- Model a culture of professionalism, inclusion, responsiveness, and partnership

QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree in marketing, communications, business, education, or a related field; advanced degree preferred
- At least seven years of progressively responsible experience in admissions, enrollment management, marketing, communications, sales, or a related field
- Demonstrated success leading teams and achieving measurable enrollment, revenue, brand, or customer-experience outcomes
- Strong strategic planning, project management, and budget management experience
- Exceptional written, verbal, presentation, and interpersonal communication skills
- Demonstrated ability to interpret data, build forecasts, assess campaign performance, and translate insight into action
- Experience with CRM platforms, digital marketing, social media, content strategy, and contemporary communications channels
- Experience in an independent, international, boarding, or education setting preferred
- Experience working with diverse and international communities preferred

LEADERSHIP COMPETENCIES

The ideal candidate will demonstrate:

- Strategic thinking paired with disciplined execution
- Commercial awareness and a strong commitment to mission

- Exceptional judgment, emotional intelligence, and discretion
- Ability to build trust, influence others, and lead through collaboration
- Clear, persuasive, and audience-centered communication
- Strong analytical thinking and comfort using data to drive decisions
- Creativity, curiosity, and a willingness to test new approaches
- Calm and effective leadership in complex or high-pressure situations

PERSONAL ATTRIBUTES

- Visible, approachable, and deeply engaged in the life of the school
- Warm and service-oriented, with high expectations for quality and follow-through
- Collaborative leader who builds shared ownership across teams
- Entrepreneurial and adaptable, with the resilience to respond to a changing market
- Reflective learner committed to professional growth and continuous improvement
- High integrity and a genuine belief in the mission and community of Windermere Preparatory School