

Admissions & Marketing Lead

Job description · American School of Bilbao

Purpose. The Admissions & Marketing Lead owns the admissions process end to end, from enquiry to enrollment, and runs the School's brand, content, web, social channels, events and new-family communication for ASB and ASB Experience.

The Head of School sets the School's institutional direction and approves its positioning and admissions framework. The Director of Strategy & Business sets the enrollment and marketing strategy, targets and budgets within that framework. The Lead executes the strategy, manages the funnel and reports on its results.

Responsibilities

The responsibilities listed below are representative of the role and are not intended to be exhaustive.

1. Admissions

- Own the admissions funnel from enquiry to enrollment for ASB and ASB Experience, and answer for its results.
- System owner and primary operator of OpenApply: define funnel stages, data standards and templates, and ensure data quality.
- Organize and lead prospective-family visits and tours, in person or virtual, involving the relevant Principal, program coordinator or Head of School according to the family's needs.
- Coordinate and proctor MAP tests, in person and online.
- Complete the administrative close of enrollment — documentation, records and registration — with the Operations Manager. Billing and collection stay with the school office.
- Coordinate re-enrollment and monitor retention data and emerging risks; Principals lead interventions with current families.
- Own the admissions event calendar — tours, Open Houses, information sessions, revisit and new-family events — and its promotion across channels.
- Build and run a parent and student ambassador program with the Admissions Associate.
- Document conversion patterns, drop-off points and lessons learned.
- Report on the funnel to the Director monthly.

2. Marketing

- Implement the marketing strategy set by the Director: propose and produce content, campaigns and materials consistent with ASB's positioning.

- Maintain the creative toolkit, including how each message is expressed for ASB and for ASB Experience.
- Run the editorial calendar: production, publication and community management on social channels and the website.
- Own the relationship with the agency day to day: briefs, campaign priorities, calendar and quality of delivery. The agency produces detailed campaign tracking and reporting.
- Keep direct access to the ad platforms and spot-check the agency's numbers each quarter.
- Monitor performance and propose adjustments to the Director.

The role also includes other responsibilities as needed to support the School's mission and operations, consistent with its scope.

Authority

The Lead decides on the day-to-day running of admissions, content and channels within approved budgets and the brand and communication framework.

The Lead sets priorities for the Admissions Associate across ASB and ASB Experience. When demands conflict, the Lead decides in consultation with the ASB Experience Coordinator.

Campaign budgets and agency contracts are referred to the Director. Changes to positioning, the admissions framework or admissions criteria are reviewed by the Director and approved by the Head of School.

Qualifications & Specialized Requirements

Required

- Bachelor's degree or equivalent, preferably in marketing, communications, business or a related field.
- Demonstrated experience owning a multi-stage sales, admissions or customer funnel end to end, with accountability for conversion or enrollment targets, systematic follow-up and reporting.
- Demonstrated experience producing brand and marketing content: campaigns, social channels, editorial calendars, website content and community management.
- Ability to work with funnel and campaign data: dashboards, conversion rates, acquisition costs and regular reporting.
- Professional working proficiency in English and Spanish – content, meetings and family communication in both.
- Experience handling confidential personal information under data-protection procedures, with working knowledge of GDPR for applicant and student records.

Preferred

- Experience in school admissions, enrollment management or education marketing.
- Experience with OpenApply or a comparable CRM.
- Experience managing paid media, directly or through an agency, including briefing, budget control and CPL/CPA reporting; working knowledge of Google Ads and Meta.
- Experience managing agencies, freelancers or creative vendors.
- Experience in an international, independent or bilingual school.
- Experience administering or proctoring student assessments (e.g. MAP).

Success Indicators

Evaluated annually by the Director of Strategy & Business:

- Enrollment and yield: targets met, or variances promptly identified, analyzed and reported.
- Qualified enquiries per cycle, ASB and ASB Experience.
- Conversion from enquiry to visit and from visit to enrollment.
- Enquiries contacted within 2 working days.