



DIRECTOR OF ADMISSIONS & ADVANCEMENT

Granada School is a forward-thinking girls' school in Vipingo, Kenya, serving students from Grade 7 to Grade 12 under the Kenyan Competency-Based Education. Opening in January 2027, Granada will offer both boarding and day places on a purpose-built campus designed to support academic excellence, personal growth, leadership, wellbeing and character.

Granada School is seeking an experienced, commercially aware and relationship-driven professional to join the school as its Founding Director of Admissions & Advancement.

This is a key leadership role responsible for driving student recruitment, admissions, enrolment growth, market positioning, parent engagement, partnerships and the wider advancement of Granada School.

Working closely with the Principal and Senior Leadership Team, the successful candidate will help establish Granada's market presence, build strong relationships with prospective families and partners, and develop the systems and strategies required to support sustainable school growth.

KEY RESPONSIBILITIES

Admissions Leadership

- Provide strategic and operational leadership for the school's admissions and enrolment function.
- Develop and implement an admissions strategy aligned with Granada School's growth and enrolment targets.
- Manage the complete admissions journey from initial enquiry through application, assessment, offer, acceptance and enrolment.
- Ensure prospective families receive a professional, responsive and personalised admissions experience.
- Establish clear admissions procedures, service standards, timelines and communication protocols.
- Maintain accurate admissions records and ensure all required documentation is complete.

Student Recruitment & Enrolment Growth

- Develop and implement strategies to attract students locally, nationally and regionally.
- Build and manage a strong prospective-family pipeline.
- Set, monitor and report on recruitment and enrolment targets.
- Analyse enquiry, application, offer and conversion data to identify trends and opportunities.
- Develop targeted recruitment campaigns for key markets and student segments.
- Work closely with the Principal and leadership team to support sustainable school growth.

Marketing & Brand Development

- Lead the development and implementation of Granada School's marketing and brand strategy.
- Ensure consistent presentation of the Granada School brand across all channels and materials.
- Oversee the school's website, social media, digital campaigns, advertising, publications and promotional materials.



Resilience



Curiosity



Kindness



Honesty



Respect



- Develop compelling content that communicates Granada School's educational vision, values, programmes and student experience.
- Manage relationships with media, creative agencies, designers, photographers and other external partners where required.
- Monitor brand visibility, campaign performance and market response.

Parent & Prospective Family Engagement

- Build strong relationships with prospective and current families.
- Ensure parents receive clear, timely and accurate information throughout the admissions process.
- Conduct school tours, admissions meetings, information sessions and presentations.
- Develop systems for effective follow-up with prospective parents.
- Gather and analyse parent feedback to improve the admissions experience.
- Work closely with academic and pastoral leaders to ensure families receive appropriate information about curriculum, boarding, student life and school expectations.

Events & Outreach

- Plan and coordinate open days, school tours, exhibitions, recruitment fairs, information evenings and community events.
- Represent Granada School at external recruitment and networking events.
- Develop outreach programmes targeting feeder schools, communities and potential partners.
- Coordinate recruitment visits and presentations across Kenya and selected regional markets.
- Ensure events are professionally organised and aligned with Granada's brand and enrolment objectives.

Partnerships & Advancement

- Build strategic relationships with schools, universities, organisations, businesses, embassies, community groups and other partners.
- Identify opportunities for partnerships that strengthen Granada School's reputation, reach and student opportunities.
- Support the development of alumni, donor, sponsorship and philanthropic relationships as the school grows.
- Develop systems for maintaining long-term relationships with key supporters and stakeholders.
- Support fundraising and advancement initiatives where appropriate.
- Identify opportunities for scholarships, sponsorships and strategic collaborations.

Market Research & Strategy

- Monitor trends in the private-school and education market.
- Analyse competitor schools, pricing, positioning, programmes and recruitment approaches.
- Provide regular market intelligence to the Principal and Board.
- Use admissions and marketing data to inform strategic decisions.
- Identify emerging markets and opportunities for student recruitment and brand growth.

Admissions Data & CRM

- Oversee the effective use of the school's Customer Relationship Management (CRM) and admissions systems.
- Ensure accurate recording and tracking of enquiries, applications, offers and enrolments.
- Produce regular admissions and conversion reports.
- Monitor key performance indicators including lead generation, conversion rates, enrolment numbers and campaign performance.
- Ensure admissions and marketing data is managed securely and appropriately.



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Communications

- Ensure consistent and professional communication with prospective families and external stakeholders.
- Develop admissions communications including emails, brochures, prospectuses, presentations and digital content.
- Work closely with school leadership to communicate key messages accurately.
- Support school-wide communications, announcements and public-relations activities where required.
- Protect and strengthen the reputation of Granada School through clear and consistent messaging.

Team Leadership

- Lead and develop the Admissions, Marketing and Communications team.
- Establish clear roles, targets and performance expectations.
- Provide coaching, support and professional development for team members.
- Ensure effective collaboration between Admissions, Academics, Boarding, Finance and Operations.
- Promote a professional, responsive and customer-focused culture.

School Leadership

- Serve as a member of the School Leadership Team and contribute to whole-school strategy and planning.
- Advise the Principal and Board on admissions trends, enrolment performance, market positioning and stakeholder engagement.
- Support school development and growth initiatives.
- Represent Granada School professionally with parents, partners, media and other external stakeholders.
- Contribute to establishing Granada School's reputation and market position from its founding stage.

QUALIFICATION & REQUIREMENTS

Requirement Area	Essential Qualifications & Experience
Qualifications	- A Bachelor's degree in Marketing, Communications, Business Administration, Education, Public Relations, International Relations or a related field from a recognised university. - A relevant Master's degree in Marketing, Business Administration, Communications, Education Management or a related field will be an added advantage. - Relevant professional qualifications or certifications in marketing, communications, customer experience, digital marketing, public relations, fundraising or advancement will be an advantage. - Good understanding of the Kenyan education sector and private-school market. - Strong understanding of student recruitment, admissions, enrolment management and stakeholder engagement.
Experience	- A minimum of 8 years' relevant professional experience, including at least 3 years in a senior admissions, marketing, communications, business development or advancement role.



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- Proven experience in student recruitment, admissions and enrolment growth.
- Demonstrable experience in developing and implementing marketing, recruitment and communications strategies.
- Experience in managing the full admissions journey from enquiry, application and assessment through offer, acceptance and enrolment.
- Experience in managing admissions pipelines, conversion targets and enrolment forecasts.
- Strong experience in parent engagement, relationship management and customer service.
- Experience in planning and delivering open days, school tours, exhibitions, recruitment fairs and outreach activities.
- Experience in building relationships with schools, organisations, communities, partners and other stakeholders.
- Experience in a school, university, education group, hospitality, premium-service or similarly customer-focused environment will be an advantage.
- Experience in supporting the launch or growth of a new school, institution or brand will be highly desirable.

Skills & Digital

- Strong skills in student recruitment, admissions, enrolment management and customer relationship management.
- Excellent marketing, communications, public relations and stakeholder-engagement skills.
- Strong competence in digital marketing, social media, content planning and online campaign management.
- Proficiency in CRM and admissions-management systems, including tracking enquiries, applications, offers, conversions and enrolments.
- Strong data-analysis and reporting skills, with the ability to use admissions and marketing data to guide decisions.
- Good understanding of website content management, email marketing, digital advertising and analytics platforms.
- Proficiency in Microsoft Office, Google Workspace, spreadsheets, presentation tools and digital collaboration platforms.
- Excellent written and verbal communication, presentation and storytelling skills.
- Strong ability to develop high-quality admissions materials, presentations, prospectuses, campaigns and parent communications.
- Strong project-management and organisational skills, with the ability to manage multiple campaigns, events and priorities simultaneously.
- Ability to plan and deliver effective school tours, open days, recruitment events and outreach campaigns.

Personal Qualities

- A highly professional, confident and personable approach.
- Excellent communication, interpersonal and relationship-building skills.
- A warm, welcoming and customer-focused approach to prospective and current families.
- Strong commercial awareness and a results-oriented mindset.
- High levels of integrity, discretion, sound judgement and accountability.
- Ability to build trust and strong relationships with parents, students, staff, partners and external stakeholders.



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- Strong initiative, creativity and the ability to identify new opportunities for student recruitment, partnerships and school growth.
- A proactive, organised and solutions-focused approach.
- Ability to work effectively under pressure and manage competing priorities.
- Strong attention to detail while maintaining a clear strategic outlook.
- A strong commitment to girls' education and the vision and values of Granada School.
- Resilience, adaptability and enthusiasm for contributing to the establishment and growth of a new school.

Why Join Granada?

This is a rare opportunity to join Granada School at the beginning of its journey and help shape how the school is introduced to families, partners and the wider community.

As the Founding Director of Admissions & Advancement, you will have a direct influence on Granada's enrolment growth, market position, parent experience, partnerships and long-term reputation.

You will join a team committed to building a distinctive, high-quality girls' school with strong values, ambitious standards and a clear vision for the future.

HOW TO APPLY & DEADLINE

Interested candidates should submit:

- A detailed and up-to-date Curriculum Vitae.
- A cover letter explaining their suitability for the position and interest in joining Granada School.
- Copies of relevant academic and professional qualifications.
- Details of any relevant professional memberships or certifications.
- Contact details for at least three professional referees, including the applicant's current or most recent employer.

Applications should clearly state: "Application: Director of Admissions and Advancement"

Application deadline: 1st October 2026

Application Email: info@granadainternationalschools.com

Only shortlisted candidates will be contacted.

Safeguarding Statement

- Granada School is committed to safeguarding and promoting the welfare of children and young people. All members of staff are expected to share this commitment.
- The successful candidate will be subject to appropriate identity, qualification, employment, reference, safeguarding and background checks before appointment.



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GRANADA GROUP OF SCHOOLS LIMITED

Postal Address: P.O. Box 20 - 80119, Vipingo, Kenya

Street Address: Off Mombasa-Malindi highway

Tel: +254 772 003 003 | +254 786 003 003

Email: info@granadainternationalschools.com

Reg No: PVT-6Y1ZMLV3 | KRA PIN: P052523310N

- Granada School is an equal-opportunity employer and welcomes applications from suitably qualified candidates who share our commitment to high standards, student wellbeing and the education and development of young ladies.



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