



Queen  
Elizabeth's  
Global Schools



CANDIDATE BRIEF FOR THE APPOINTMENT OF

# Group Head of Admissions

Based in Dubai, UAE.



# Welcome

Thank you for your interest in joining Queen Elizabeth's Global Schools. I am delighted you're exploring the possibility of becoming part of our extraordinary journey.

At Queen Elizabeth's Global Schools, we are doing something truly special. We are building an ambitious and inclusive family of schools inspired by the values and heritage of our founding school, Queen Elizabeth's School, Barnet—one of the UK's most academically distinguished institutions. But while our standards are world-class, our mission is deeply human: to nurture confident, able, and responsible young people, who are ready to shape the world with both intellect and integrity.

We are unapologetically aspirational for every child and every colleague. That means we expect the best—but we also give our best. As part of our team, you'll find yourself surrounded by high-performing, like-minded professionals who support, challenge, and inspire one another every day. You will be empowered to lead, to grow, and to make a genuine impact.

We are proud of the diverse and inclusive communities we are cultivating across our schools, and safeguarding is central to all that we do. This is a place where every individual—regardless of background—is seen, heard, and valued. If you believe in the power of education to transform lives, and if you are excited by the idea of helping shape something exceptional from the ground up, we warmly invite you to take the next step with us.



**Caroline Pendleton-Nash**  
*Chief Executive Officer,  
Queen Elizabeth's Global Schools*



# The School

At Queen Elizabeth's Global Schools, we proudly extend the distinguished legacy of Queen Elizabeth's School, Barnet—one of the United Kingdom's most celebrated academic institutions. Founded on centuries of tradition and intellectual rigour, our branch schools uphold an uncompromising commitment to academic excellence, character formation, and cultural enrichment.

Our vision is to cultivate dynamic, world-class learning environments where the next generation of confident, able, and responsible young people are shaped. We challenge our students to think independently, lead with purpose, and embrace a global perspective—all within a community that values tradition, discipline, and innovation.

By blending the timeless values of our founding school with the opportunities of a rapidly evolving world, we ignite curiosity, inspire ambition, and prepare our students to make meaningful contributions to society—as scholars, leaders, and changemakers.





## The Opportunity

We are seeking an exceptional Group Head of Admissions to lead the enrolment strategy and execution for Queen Elizabeth's Global Schools. This is an exciting opportunity to shape the admissions function from the ground up within a prestigious British international school group.

The ideal candidate will be a strategic and experienced admissions professional with a deep understanding of the K-12 international school landscape and a strong track record of delivering results. You will be responsible for designing and implementing a high-impact admissions process that reflects our values, supports growth targets, and ensures an exceptional experience for prospective families.

As a key member of the founding team, you will play a pivotal role in positioning QE Global Schools as the school of choice in each market we enter, upholding the standards and reputation of our founding school, Queen Elizabeth's School, Barnet.

If you are passionate about building strong relationships, delivering excellence, and leading with integrity in a fast-paced, high-performance culture, we would be delighted to hear from you.

# The Role

Job Title: **Group Head of Admissions**  
Reporting to: **Chief Executive Officer**

## Strategic admissions planning

- Develop and execute the annual group admissions strategy aligned with individual school growth plans and brand positioning.
- Lead market analysis and competitor benchmarking to inform enrolment strategies and identify growth opportunities.
- Forecast enrolment trends and develop data-driven action plans to meet or exceed targets for Queen Elizabeth's Global Schools.
- Oversee the development of key admissions policies, strategies and practices.
- Grow and develop relevant professional networks and be a visible ambassador for Queen Elizabeth's Global Schools.
- Set budgets, allocating resources and people to agreed priorities and areas of focus.
- Be well informed about economic and educational trends in UAE, India, UK and worldwide and anticipate possible influences on student recruitment and retention.

## Admissions management

- Oversee the entire admissions cycle from enquiry to enrolment, ensuring an efficient, parent-friendly, and responsive process.
- Manage and train admissions teams across campuses to maintain consistency, quality, and compliance with local regulatory requirements.
- Ensure timely and accurate reporting of admissions data to senior leadership.

## Relationship building & parent engagement

- Provide strategic leadership and oversight for all admissions-related family engagement activities across the school group, ensuring a consistent, high-quality experience that reflects the brand's values and academic distinction.
- Manage and support local admissions and front-of-house teams in the delivery of school tours, open days, and orientation events, ensuring these are executed to premium standards across all campuses.
- Collaborate closely with academic and leadership teams to ensure admissions staff are equipped to effectively communicate each school's curriculum, culture, and unique strengths to prospective families.
- Set clear service standards for parent engagement and oversee training and quality assurance processes to ensure excellence at every touchpoint.



### **Marketing & collaboration**

- Collaborate with the marketing team to align campaigns, digital strategy, and outreach activities with enrolment objectives.
- Represent Queen Elizabeth's Global Schools at educational fairs, community events, and partner school engagements to promote the brand and increase visibility.

### **Compliance & records**

- Ensure adherence to all regulatory and compliance requirements related to student enrolment in each jurisdiction.
- Oversee the implementation and maintenance of secure, confidential, and well-organised applicant records and admissions data across all campuses, ensuring consistent use of CRM systems and adherence to data protection protocols.

## Enrolment and retention

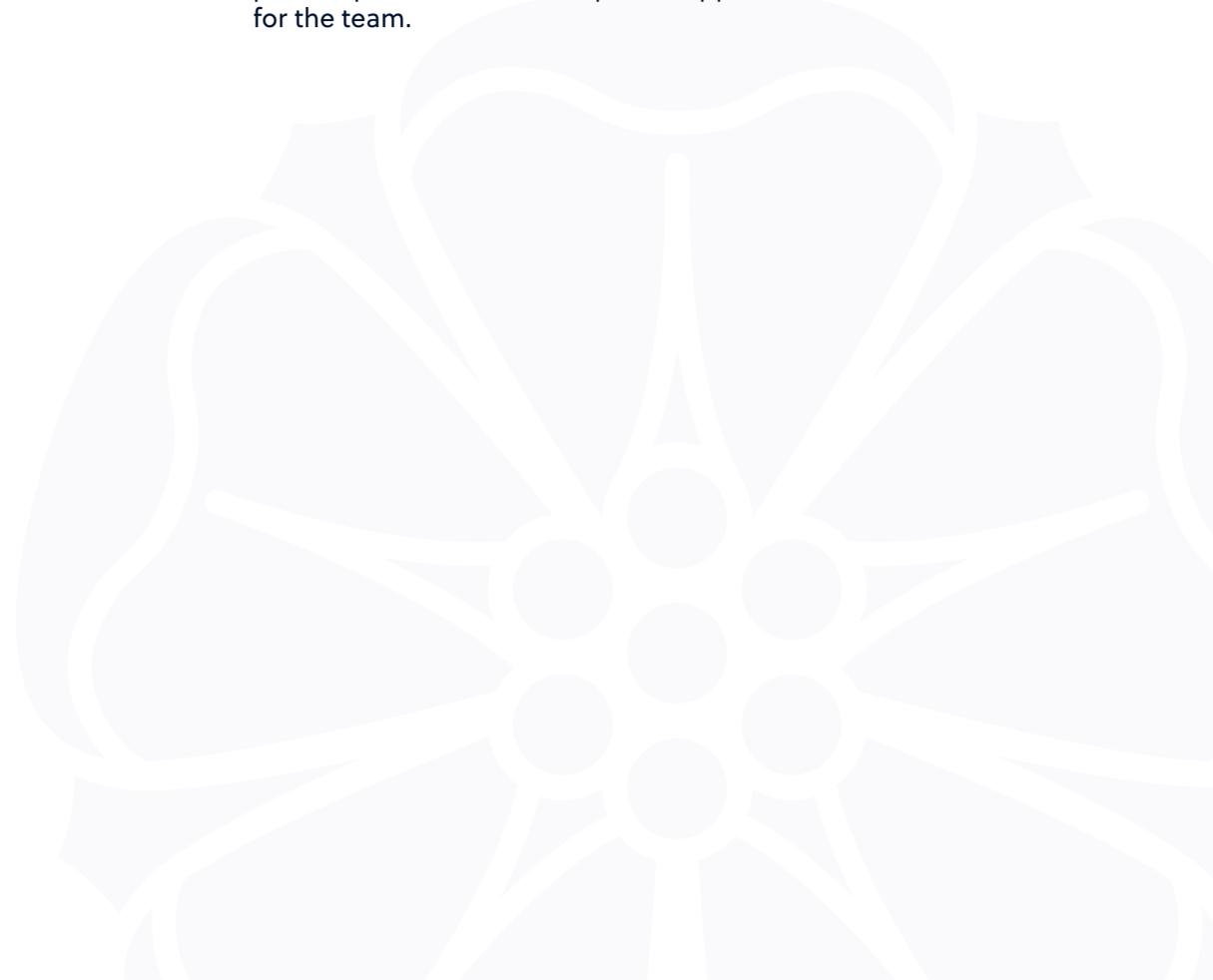
- Work closely with the academic and pastoral teams to ensure a high level of satisfaction among current families, leading to strong retention rates.
- Actively address feedback from parents to improve the admissions experience and build long-term loyalty.
- Monitor and manage the school's enrolment pipeline, ensuring effective communication with prospective families at every stage of the process.
- Provide leadership and guidance to admissions teams in developing personalised and relationship-driven engagement with prospective families.
- Ensure systems are in place for collecting and analysing pre-visit data to tailor the admissions approach to each family's needs and background.
- Drive the development of strong local networks by building relationships with key partners, affiliates, and community influencers across regions.
- Oversee the delivery and quality assurance of individual and group school tours, ensuring consistency with brand standards and a premium visitor experience.

## Events Management

- Oversee the planning and execution of key events, including open days, orientation sessions, fairs, and community engagement activities.
- Ensure all events reflect the school's premium status, providing a memorable and engaging experience for attendees.
- Represent Queen Elizabeth's Global Schools at local and international educational fairs, conferences, and networking events.

## Team Leadership and Development

- Lead and manage the Admissions teams, setting clear objectives, providing regular feedback, and fostering a culture of collaboration and excellence.
- Ensure team members are trained in best practices for admissions, customer service, and communications.
- Conduct regular performance reviews and provide professional development opportunities for the team.



# The Person

## Qualifications and Experience

- Bachelor's or Master's degree in Marketing, Business Administration, Education, or related field.
- Minimum 5 years of experience in an admissions leadership role within a premium or international school setting.
- Strong understanding of the National Curriculum for England / Cambridge International Curriculum and regional regulatory frameworks.
- Proven ability to lead high-performing teams and deliver enrolment targets.
- Excellent communication, presentation, and interpersonal skills.

## Personal Qualities

- Strong commercial awareness with profound understanding of branding.
- Flexibility required to attend events in the evenings and weekends.
- High aspirations of self and others with a high level of tact and diplomacy.

# The Package

We believe that outstanding staff deserve outstanding support. Our compensation and benefits package reflects our deep commitment to attracting and retaining exceptional colleagues who share our ambition and values. Subject to individual status, our package includes:

**Salary** We offer a generous, tax-free salary aligned to our internal salary scale, which is based on qualifications and experience. This scale is reviewed annually by the Board to ensure it remains competitive with leading international school groups.

**Accommodation** A housing allowance is provided to support a high standard of living.

**Relocation Support** For international hires, flights are covered for the employee. A relocation/shipping allowance is included to ease the transition.

**Annual Airfare** Annual return airfare is provided for the employee and eligible dependents.

**Medical Insurance** Comprehensive medical insurance is provided for the employee and dependents (where applicable).

**School Fee Remission** Subsidised education for up to two children attending Queen Elizabeth's School, Dubai Sports City.

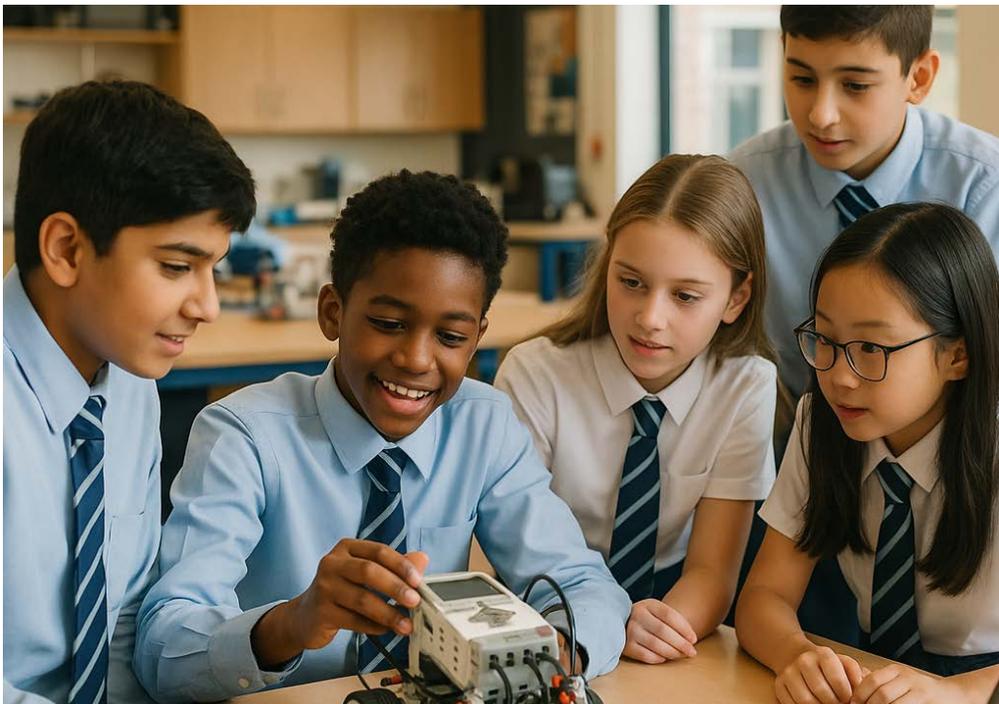
**Gratuity** End-of-service gratuity provided in accordance with local labour law.

**Professional Development** A dedicated Professional Development Fund is available to support continuous growth through courses, certifications, or attendance at leading educational conferences.

**Discretionary End-of-Contract Bonus** A discretionary bonus may be awarded upon completion of the contract, in recognition of performance and contribution to school life.

**Wellbeing & Staff Culture** A calendar of staff wellbeing and enrichment activities, focused on balance and connection. A supportive, inclusive environment where all colleagues are valued, inspired, and empowered.





# The Process

Applications should be submitted electronically via the TES platform. Please ensure that all required documents are uploaded as part of your application.

The recruitment process will consist of the following stages:

- First Stage: Panel interview with members of the Queen Elizabeth's Global Schools Operations team.
- Second Stage: Interview with Queen Elizabeth's Global Schools CEO.

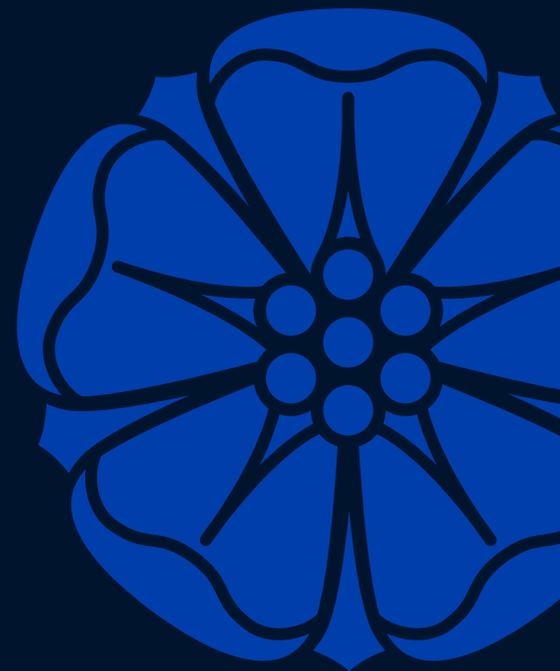
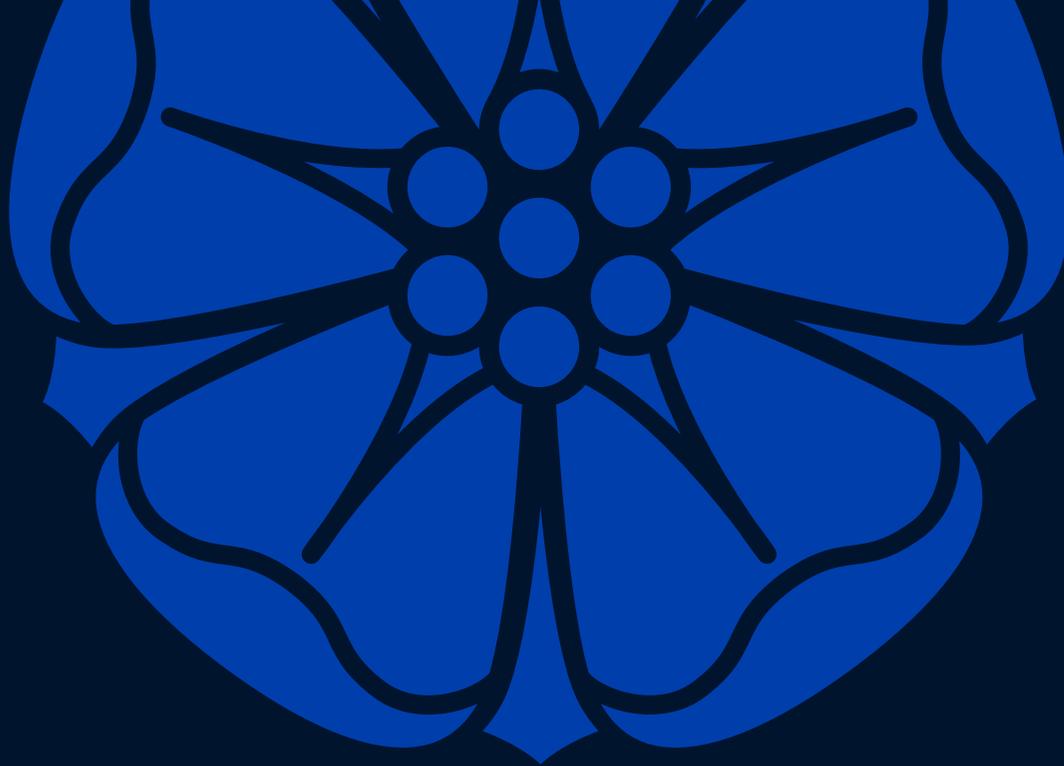
Candidates will be asked to present their vision for driving admissions and positioning Queen Elizabeth's Global Schools as the school of choice in a competitive international market.

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Queen Elizabeth's Global Schools are an equal opportunities employer and are deeply committed to safeguarding our students, ensuring their safety and wellbeing. We expect all staff and members of our community to share this commitment and to promptly report any concerns about a student's or community member's safety or wellbeing. Applicants must be willing to undergo rigorous child protection screening, including checks with past employers and providing Police Clearance Certificates from all countries that the applicant has resided in.

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Opening and operations are subject to the completion of the building and final approval from KHDA.



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\*Some images within this document have been generated using Artificial Intelligence (AI).