Head of Marketing & Admissions

The Lyceum



A Message from the Headmaster



It gives me great pleasure to introduce you to The Lyceum School, a truly wonderful school of which I have the privilege of being Headmaster. The Lyceum is a school full of magic with a brilliant staff team, an appetite for creativity, and kind, respectful children. Everyone who visits remarks on the "warm and fuzzy" feeling they experience within our school – something we refer to as The Lyceum vibe. We are a school steeped in creativity, encouraging smiles and laughter. We embrace inclusivity, where we value and celebrate every child who goes here and every member of staff. We are on an extremely exciting journey as a school, preparing our children for the future by developing their skills through our STEAM provision and their emotional intelligence through our commitment to their well-being. Our pillars of community, kindness, creativity, and confidence are the foundations of our school and are modelled by our whole community. The Lyceum is a wonderful place to work, and we welcome applications from anyone seeking a new adventure in a school where they can make a difference and shine.

Best wishes,

Mike Stanley

Headmaster



Join Us!

Join our enthusiastic and child-focused team at The Lyceum School, located in the heart of the City of London.

We seek to appoint a Head of Marketing & Admissions who will grow awareness of the school, enhance its reputation and deliver an exceptional admissions experience for every prospective family.

Key Information

Responsible to:
The Headmaster

Position type: Full-time, permanent

Salary: Competitive, commensurate with experience

Location:
65 Worship Street, City of London

Application process:
Please complete The Lyceum Application Form and attach an up-to-date CV.

Key Dates:

Start Date:
4th January 2027

Application Deadline:
23rd November 2026

About The Lyceum



The Lyceum

PART OF DUKES EDUCATION

The Lyceum School is an independent prep school for just over 125 boys and girls aged 4–11. Founded in 1997, the school is well known for its equal emphasis on academics, STEAM, and the arts. We teach a topic-based curriculum which links many subjects and allows our teachers to plan creative schemes of work that draw on their own knowledge and passions. We have specialist teachers for Music, PE, STEAM & Computing, Spanish, and Latin. The Lyceum provides rigorous pastoral care that places pupils' well-being at the heart of all we do.

Children go on to a range of predominantly independent secondary schools, with many pupils being awarded scholarships. We regularly receive offers to schools such as City of London School (Boys and Girls), Highgate, Alleyn's, James Allen's Girls' School, Channing, Queen's College, Francis Holland, Forest, UCS, and Wetherby.

The Lyceum is part of a larger family of nursery, prep, and senior schools called Dukes Education. Being a member of The Lyceum team means being a member of the Dukes family, who provide CPD, conferences, and many networking opportunities. Dukes' vision is to create a family of unique and extraordinary schools who support one another whilst maintaining their own identity.

About the Role

Head of Marketing & Admissions — Role Overview

The Head of Marketing & Admissions plays a pivotal role in shaping the future of The Lyceum. Working in close partnership with the Headmaster, this role is responsible for leading the strategy and delivery of admissions and marketing in line with the school's vision, values, and ambitions. The postholder is accountable for achieving enrolment targets that underpin the school's financial sustainability and growth.

This is a hands-on, people-focused role requiring a dynamic, warm, and highly organised individual who will grow awareness of the school, enhance its reputation, and deliver an exceptional admissions experience for every prospective family. The successful candidate will combine strategic thinking with day-to-day execution, ensuring strong enrolment outcomes while authentically communicating what makes The Lyceum so special.

As a small, high-performing school, The Lyceum offers an environment where this role has genuine impact — not only on marketing performance and pupil recruitment, but on the life and future of the school community itself.



> Genuine impact on marketing performance, pupil recruitment and the future of the school community.

Key Responsibilities

Admissions

- Deliver a warm, welcoming, and highly personalised admissions journey for all prospective families.
- Manage the end-to-end admissions process, from initial enquiry to enrolment, using Salesforce as the school's CRM.
- Organise and lead school tours, open days, and admissions events, confidently engaging both parents and children.
- Build strong, trusting relationships with families through thoughtful, timely, and tailored communication via phone and email.
- Proactively follow up enquiries to maximise conversion while maintaining a values-led, relationship-focused approach.
- Maintain accurate, up-to-date admissions records within Salesforce, ensuring data integrity and efficient pipeline management.
- Produce regular reports on key admissions metrics, using Salesforce data to inform decision-making with the Headmaster and leadership team.
- Work closely with teachers and staff to remain fully connected to daily school life, ensuring prospective families receive authentic and up-to-date insights.

Key Responsibilities

Marketing

- Lead and deliver the school's marketing strategy in support of admissions and broader school objectives.
- Work with the Headmaster to plan, manage, and optimise the marketing budget, ensuring campaigns are effective and cost-conscious.
- Raise the profile of The Lyceum within the local community and across relevant wider audiences.
- Maintain and develop the school website and social media channels, ensuring content is current, engaging, and reflective of school life.
- Champion storytelling across all channels, celebrating pupil achievements, staff expertise, and the school's ethos and culture.
- Oversee the creation of marketing materials including prospectuses, newsletters, digital campaigns, and event communications.
- Identify and deliver opportunities for increased visibility through events, partnerships, advertising, and community engagement.

Key Responsibilities

Commercial & Performance

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- Own annual enrolment and retention targets, working with the Headmaster and Dukes Education central teams.
- Track conversion at each stage of the admissions funnel (enquiry → visit → application → offer → acceptance), identifying where families drop out and acting on it.
- Measure return on marketing spend, including cost per enquiry and cost per enrolment, and move budget to the channels that perform best.
- Monitor competitor schools, local demographics and market trends, using these insights to shape positioning and messaging.
- Build a strong pipeline from the linked Hopes and Dreams Montessori nursery and other local nurseries.
- Develop partnerships with City and Shoreditch employers to reach working parents.
- Lead re-enrolment and retention activity, recognising current families as the school's strongest source of referrals.
- Produce enrolment forecasts to support financial planning, budgeting and staffing decisions.

Skills, Attributes & Experience

Personal Attributes

- **Charismatic and Warm:** A confident, personable individual who makes a strong first and long-lasting impression.
- **High Emotional Intelligence:** Able to build trust, navigate sensitive conversations, and engage meaningfully with families and colleagues, including conversations about fees, place availability and fit.
- **Dynamic and Confident Communicator:** Excellent written and verbal communication skills; comfortable presenting to groups and representing the school in formal and informal settings, including pitching to corporate partners, nurseries and feeder networks.
- **Meticulous and Organised:** Exceptionally detail-oriented, managing multiple priorities in a fast-paced environment with a disciplined approach to pipeline management, data, deadlines and reporting.
- **Creative and Visually Aware:** A natural storyteller with an eye for design, branding, and engaging content, and the analytical instinct to judge what is working and adapt quickly.
- **Team-Oriented:** Thrives in a collaborative, close-knit environment and works effectively with the Headmaster and wider staff team, drawing on the wider Dukes Education network.
- **Commercially Minded and Results-Driven:** Motivated by targets and understands the link between enrolment and the school's success, while remaining values-led throughout.
- **Entrepreneurial and Proactive:** A hands-on, "roll up your sleeves" approach; spots and acts on growth opportunities, such as new partnerships and events.
- **Genuinely Loves Working with Children:** A clear passion for education and alignment with The Lyceum's ethos and values; connects naturally with pupils and brings warmth and authenticity to every interaction.

Essential

- Proven experience leading marketing and/or admissions, with measurable results.
- Confident with data analysis, funnel metrics and return-on-investment reporting.
- Confident user of Salesforce or a similar CRM, including admissions tracking and reporting.
- Experience managing marketing budgets and delivering integrated marketing plans.

Desirable

- Experience in the education or independent schools sector.
- Confident with digital content tools such as Canva, including basic photo and video editing.
- Knowledge of the London independent prep school market and its key entry points.

Why Join The Lyceum?

This is an exciting opportunity to join a happy, ambitious school during a period of growth, where your work will be visible, valued, and impactful. You will quickly become a trusted presence within the school community and play a central role in shaping its future — with a competitive salary, outstanding professional development opportunities and the support of the wider Dukes Education network.

Safeguarding

The Lyceum is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. The successful candidate will be subject to an enhanced DBS check and all safer recruitment checks in line with Keeping Children Safe in Education.



We look forward to hearing from you!

The Lyceum