

BRIGHTON COLLEGE SINGAPORE



Join us:

Head of Admissions and Marketing Brighton College (Singapore)

CLOSING DATE: 6PM SGT ON 11 JUNE 2025



THE SUNDAY TIMES

Executive Summary

Cognita, in partnership with Brighton College, is seeking an experienced, strategic and visionary Head of Admissions and Marketing to lead the continued growth and reputation of Brighton College (Singapore) as one of the region's most sought-after British international schools.

This is a pivotal opportunity for a high-performing leader to shape and deliver an ambitious marketing and admissions strategy that supports the school's enrolment goals and brand positioning. The successful candidate will bring a strong track record of leading integrated marketing and admissions functions—ideally within a premium education or service sector—combined with exceptional communication skills and commercial acumen.

We are looking to appoint a dynamic leader with a deep understanding of brand development, customer engagement and market trends. The ideal candidate will demonstrate a strong alignment with the Brighton College values and possess the creativity and influence to drive campaigns that resonate with both local and international families. A collaborative spirit and an ability to work closely with academic and operational leaders is essential.

The Head of Admissions and Marketing will be responsible for the strategic alignment of marketing and admissions activities with whole-school priorities, ensuring messaging consistency across all platforms and channels. This role will also maintain close collaboration with Brighton College UK to uphold brand integrity and will play a key role in engaging the wider school community, including staff and families.

Reporting to the Operations Director and working closely with the Head of School, the successful candidate will lead a high-performing team, own the delivery of enrolment targets and contribute to the broader school strategy and growth agenda. This role offers a rare opportunity for a marketing and admissions leader to make a lasting impact within a successful and values-driven school.



The Brighton College Family of Schools

The Brighton College International (BCI) group has schools in Abu Dhabi (established 2011), Al Ain (2013), Bangkok (2016), Dubai (2018), Singapore (2020) and Hanoi (2023). The family of schools is continuing to grow, with Brighton College Prep Kensington opening in London in September 2023, also in partnership with Cognita.

Brighton College UK

Brighton College - awarded the title of 'School of the Decade' by the Sunday Times - is consistently recognised as the UK's leading co-educational independent school. The College is renowned for its inspirational teaching and innovative education, whilst placing Curiosity, Confidence and Kindness at the heart of its approach to education. Academic results place Brighton College UK in the top 10 schools in England with pupils gaining access to some of the world's top universities - there are currently 150 former pupils studying at Oxford and Cambridge. In 2024, 94% of GCSE grades were 9-7, whilst 99.3% of A-level grades were A*, A or B.

Brighton College was one of the first UK independent schools to take its

distinctive approach to education to markets beyond the UK. From the outset of this international development in 2011, when Brighton College Abu Dhabi opened, our driving ambition has been to ensure each new addition to our family of schools is recognisably a Brighton College school.

Brighton College International

Brighton is a happy place, with a warm, inclusive, and respectful community in which our staff are delightful and positive and our pupils are intellectually curious and charming. BCI has put in place the structure, resources and team to ensure that this character - what we describe as our DNA - prevails in all our international schools.

Brighton College's Principal, Richard Cairns, is actively engaged in the work of the international schools,

and the team is led by Graeme Owton as the Chief Executive, with Nicola Collins as the Deputy CEO and Director of Schools. A team of talented colleagues provides support across operations, curriculum, admissions, marketing and innovation.

The Heads in our family of schools receive support from and regular communication with the BCI team, whilst being given the autonomy to lead their schools and ensure their school works most effectively in its local context. The ability to work as part of a dynamic, supportive and dedicated team of Heads is an important part of this role.

Beyond the formal structures of the group and the quality assurance visits by Brighton College International, there are numerous instances of collaboration within our family of schools.

These include professional development for teachers, pupil collaboration, shared webinars and guest speakers across the group. Alumni from every school are part of the Brighton College Connect network, with several thousand members.

With each Brighton College International school embracing the educational values, distinctive character and high standards of Brighton College UK, the Brighton DNA is evident throughout the exceptional family of schools.



About Cognita

Brighton College (Singapore) is proudly unique in placing Brighton College's approach, traditions, and values within the context of Cognita, one of the world's leading international school groups.

Cognita currently encompasses more than 100 schools across the UK, Europe, Latin America and South-East Asia. Cognita employs some 15,000 teaching and support staff in the care and education of around 75,000 pupils. While each of our schools is unique, our collective purpose is to create an environment where everyone can, 'Thrive in a rapidly evolving world.'

The Cognita Quality Framework is the construct that allows us to engage with our diverse range of schools, with a shared, clear and common language. Each school has its own distinctive character and identity, with the Cognita Quality Framework being the golden thread that connects us.

Our schools are, without doubt, unique places - each with a distinctive ethos. However, we believe that collaboration is the fuel of growth, therefore they are not stand-alone schools; we look for every opportunity to work together in our 'Cognita System'. As a system leader, the Regional Director of Education takes a key role in modelling our three system capabilities.



Intelligent Accountability
involves using a range of evidence and data to know our schools and our leaders well, in order to continually improve and thrive.



Knowledge Animation
starts with sharing knowledge and effective practice. Animation is the act of taking knowledge and animating it, to make it fit for a new context in a way that compels us to act.



Building Capacity
develops and strengthens leadership skills, capabilities and mindsets to thrive in a rapidly evolving world.



About Brighton College (Singapore)

Our Vision

Our vision for Brighton College (Singapore) is to continue to build an outward-looking school that prioritises emotional well-being and fosters a lifelong love of learning: a school where pupils look to the needs of their classmates, but are also engaged with their local community and are aware of global issues; a school where pupils are resilient, confident and grateful for their opportunities; and a school where teachers stoke the children's natural curiosity, fuelling their desire to investigate and understand the world around them.

Our academic aspirations for our pupils are paramount. Chief among these is to ensure a smooth transition in their educational journey into some of the world's best universities. It is our privilege to have the opportunity to put these key fundamentals of Curiosity, Confidence and Kindness in place, shaping our pupils' Brighton College (Singapore) experience and enabling them to take full advantage of the next stage of their education.

Academic interest on its own is not enough though, and results, excellent as they are, do not tell you much about the richness of a Brighton education. Meeting our pupils does; visitors comment on their confidence and politeness as they engage with everyone and anyone and are unfailingly great company.

Academic Life

Brighton College (Singapore) opened as a Prep School in August 2020. The school currently caters for over 470 pupils from Pre-Nursery to Year 9, offering a progressive British education with a global outlook, all underpinned by the aims and ethos of Brighton College in the UK. Brighton College (Singapore) is already regarded as a leading Prep School in the region, having won awards for Best Small School and Best New School.



Prep School

The Prep School caters to pupils aged 18 months old in our Pufflings (Pre-Nursery) class to 11 year-old pupils in Year 6. There are currently over 400 pupils in Prep School.

The Prep School follows the English National Curriculum, which is enhanced and modified to reflect the context of Singapore and the international mix of pupils who attend the school. Pupils in the Prep School are taught by talented and enthusiastic class teachers, with a significant emphasis on English and Mathematics development. Specialist teachers work with the children across a wide range of subject areas, such as science, modern foreign languages, PE, music, drama and dance. With a broad and varied curriculum, the Prep School fosters active participation and engagement among pupils. Each pupil is encouraged to explore their own talents to the full, laying the foundations for a successful transition to the Senior School and beyond.

The Senior School is currently open to pupils in Year 7 - 9 and will be opening to Year 10 in August 2025. Further year groups will be opened in subsequent years, so that Senior pupils at Brighton College (Singapore) will pursue IGCSEs and A-levels.

Campus and Facilities

Brighton College's campus is purpose-built and offers modern facilities including large classrooms, a range of specialist teaching and learning spaces, spacious purpose-built playgrounds and outdoor learning environments. The recent expansion of the campus for opening of the Senior School in August 2024 includes a new library, communal social spaces and specialist teaching facilities including state-of-the-art IT and science labs.

Senior School

From August 2025, Brighton College (Singapore) will begin to teach GCSEs to Year 10 pupils, meaning we will be expanding onto the third floor of our current building. This space will become the new hub of the Senior School, housing the majority of lessons for pupils in Years 7-10, thereby providing an increased range for both our Senior and Prep School pupils.

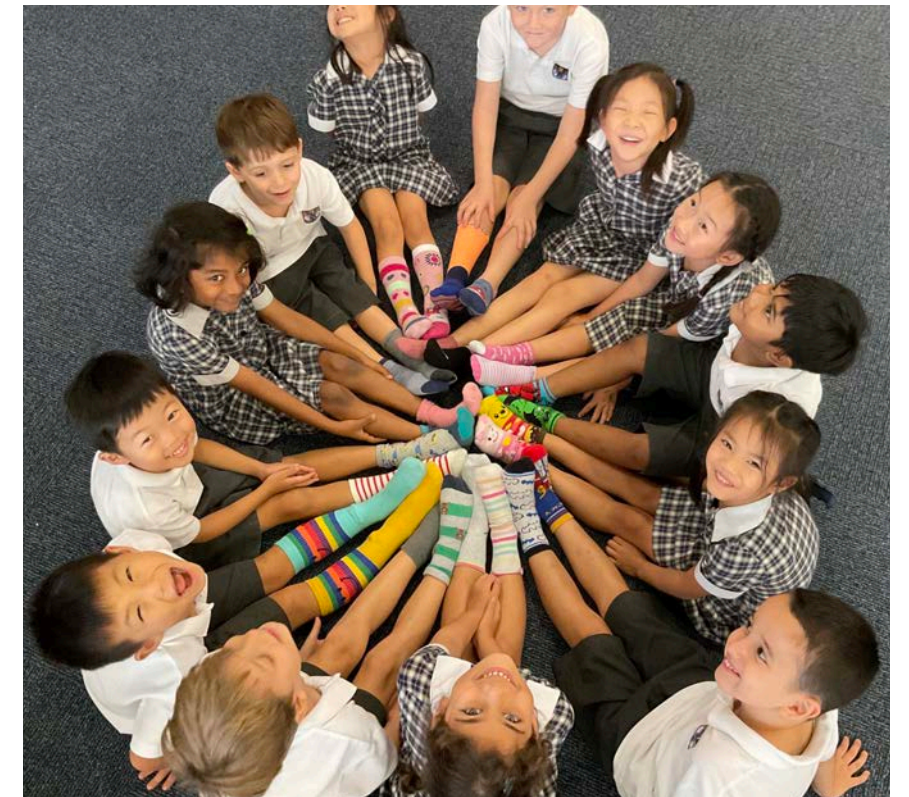
To reflect the growing breadth of our academic offer, we will be opening the following:

- A Computer Science and Robotics Centre
- A dedicated Computer Aided Design suite
- A brand-new Design and Technology workshop
- Three new science laboratories.

Looking further ahead, the scale of our expansion becomes even more significant. From August 2026 Brighton College (Singapore) will be:

- Adding many more new classrooms meaning further capacity for Senior School lessons and A-level teaching
- Creating a new College library and a double music room.
- Expanding our drama and dance spaces, by designing a black-box theatre with specialist flooring and mirrors for the performing arts
- Opening a Sixth Form common room and dedicated Sixth Form workspaces alongside a new 'Futures Hub', which will become the focal point for careers and university guidance for all pupils
- Building a new staff common room
- Enlarging our dining hall, allowing all pupils to enjoy lunch indoors in comfort
- Enhancing the multi-purpose hall, better equipping it for Brighton College sport
- Adding art rooms to meet growing demand.

About the Role



Admissions Management:

- Lead and oversee the work of Admissions, ensuring a seamless and efficient admissions process from enquiry to the pupil's arrival at the school.
- Provide oversight of the admissions pipeline, ensuring prospective pupils are appropriately processed through each stage, balancing the need for timely action with rigorous adherence to selection criteria.
- Ensure a positive experience for prospective families, maintaining high levels of communication and engagement throughout the process.
- Develop admission strategies by contributing information, analysis and recommendations to strategic thinking and direction.
- Establish operational strategies by evaluating trends, establishing critical measurements, determining productivity, quality and customer service.
- Accumulate resources, resolve problems and implement change in order to develop a pipeline of enrolments and a high rate of student conversions.
- Work closely across internal departments especially with Academic leadership to ensure accurate information and acquisition and retention opportunities are identified.

Marketing:

- Direct and deliver the Brand Awareness efforts to ensure the school's messaging is consistent, engaging and reflects the school's 'premium' brand.
- Provide oversight of the creation of a comprehensive and innovative marketing strategy that targets lead generation and conversion of prospective families into enrolments.
- Collaborate with the marketing team to ensure prospective family leads are converted into admissions enquiries seamlessly.
- Ensure all communications, both internal and external, are aligned with the school's mission, values and ethos.
- Key driver of boosting brand awareness across various

channels in partnership with Brighton College International and Cognita Asia.

- Manage the implementation of annual parent satisfaction programme and use the data to identify improvements and opportunities.
- Monitor general market and sector developments in order to identify trends that may create risks and opportunities for BCS.
- Seek opportunities in the market related to the admission trends and market intelligence.

Communications and PR:

- Ensure articulation of the school's desired image and position; assure consistent communication of image and position throughout the wider community and beyond.
- Responsible for editorial direction, design, production and distribution of all communication, including development of high-quality communication for parents, staff and media, through multiple communication channels (newsletters, websites, social media) promote school news and developments.
- Coordinate media interest in the College and ensure regular contact with target media and appropriate response to media requests.
- Develop and execute social media strategies to promote recruitment and retention of students, and the school entity.
- Coordinate the appearance of all print and electronic materials such as letterheads, use of logo, brochures, newsletters, etc.
- Oversee proactive and reactive crisis management strategies.

Community Relations

- Oversee the integration of key functions related to marketing, admissions, alumni relations, scholarship programmes and community engagement.
- Develop and implement strategies to increase the school's visibility and strengthen its relationships with both current and prospective families.
- Build and maintain connections with alumni and in collaboration with the global Brighton College Connect platform, develop programs that encourage alumni engagement.
- Foster relationships with the broader community, including partnerships with local organizations and events.
- Work closely with academic and pastoral teams to ensure the retention of pupils, with a particular focus on supporting the transition of pupils from the Prep School into the Senior School.
- Analyse and respond to feedback from families and pupils, especially via the Voice Of Parents and Voice Of Students surveys, to identify areas for improvement in pupil experience and retention strategies.

Data Driven Decision Making

- Use data and analytics to monitor trends in enrolment, marketing and retention, adjusting strategies as necessary to meet the school's goals.
- Provide regular reports to the Head of College on enrolment numbers, retention rates and the effectiveness of marketing and outreach initiatives.
- Provide weekly sales and marketing reports including current enrolments, forecasts and initiatives.

Leadership and Team Management

- Develop a culture and environment that attracts, retains and motivates high quality staff.
- Recruit, inspire, lead, mentor and develop the Admissions & Marketing team by ensuring new staff undergo induction & orientation, staff development plans and performance goals are completed.
- Ensure each team member is supported so their full potential can be reached, with provision for succession.
- Define training and development needs for school-based admissions team and secure resources within the annual departmental budget.
- Update job knowledge by participating in educational opportunities, reading professional publications, maintaining personal networks and participating in professional networks.
- And other leadership responsibilities as may be required from time to time such as reports and admissions dashboards.
- Able to interpret data insights to influence decision-making and improve conversion strategies.
- Key measures of success include generation of new enquiries, new parent visits and registrations, enrolment conversion rates, building strong working relations with key stakeholders (school management, parental body).

Person Requirements

Personal Attributes:

- Highly personable and relationship-driven, with a passion for helping families find the right educational fit.
- Clear, confident communicator who can represent the school externally and collaborate internally with senior leadership, academic teams and Brighton College International.
- Able to lead, inspire and manage cross-functional teams (marketing, admissions, events, CRM/data).
- Capable of developing long-term brand and enrolment strategies aligned with the school's mission and growth goals.
- Skilled in handling sensitive or high-stakes parent interactions with empathy and professionalism.
- Culturally agile and internationally minded, with sensitivity to diverse family backgrounds.
- Relationship-driven, solutions-oriented with a growth mindset and demonstrable business acumen skills.
- Creative thinker who embraces innovation while maintaining operational excellence.

Qualifications, Skills and Knowledge:

- Degree level qualification in marketing, communication or related field with demonstrated success in a multi-national environment in Singapore.
- 8–10+ years of progressive experience in admissions (Sales) and/or marketing—ideally in international education or premium service industries.
- Deep experience in brand development, digital marketing and customer journey mapping.
- Proven track record of leading admissions strategies that drive enrolment growth and improve conversion rates.
- Demonstrated experience in data-led decision-making, including use of CRM systems and pipeline forecasting tools.
- Knowledge of Singapore's international school landscape is a significant plus.
- Adept at managing events (open houses, taster days, international school fairs), agent relationships and parent onboarding.
- Skilled in digital marketing, social media strategy, brand positioning and reputation management.





The Application Process

You should submit:

- The completed application form on our Brighton [Careers Page](#).
- A copy of your curriculum vitae/resumé.
- A covering letter of no more than two pages, addressed to Mr Nick Davies, Head of College, Brighton College (Singapore). The letter should explain your reasons for applying, the attractions of the role and the relevance of your experience and your views on education. Please make your letter as specific as you can; a letter that is largely generic may result in your application not being given full consideration.

Please note that the school may choose to interview early applicants before the application deadline.

Compensation and Benefits

The right candidate will be offered salary and benefits commensurate with the role, including comprehensive insurance and 21 days of annual leave.

Safeguarding

Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

The College is committed to ensuring that the recruitment and selection of staff is conducted in a manner that is systematic, efficient and effective and which promotes equality of opportunity.