

Director of Admissions and Marketing

Mexico City, MX

July 2026

Overview

The Director of Admissions and Marketing leads the strategy and execution of student recruitment, brand positioning, and stakeholder communication. This role sits at the intersection of data, relationships, and storytelling—combining a highly personalized admissions approach with insight-driven marketing and clear, consistent communication. Success in this role requires someone who is both strategic and hands-on, comfortable working with data, able to adapt quickly to changing priorities, and confident leading initiatives. The school is one of the leading international schools in the greater Mexico City area. There are ambitious expansion plans to, in the coming years, significantly increase the number of students enrolled.



The Director and team are expected to deliver an exceptional family admissions experience consistently. S/he needs to forge great relationships with colleagues from across the school, so everyone works together to achieve the school's vision. The appointee must be an exceptional leader of people who can coach and develop the commercial, creative, and customer-orientated skills of the team. The Director will serve as a consummate ambassador for the school brand and will play a pivotal role in continuing to build the school community and reputation. The Director sits on the school's leadership team.

This position requires that the Director of Admission and Marketing ensure that each year re-enrollment numbers are as good as they can be, through providing a compelling in-school experience for families. The use of data driven platforms permits comprehensive review of admissions data, the identification of trends, and the ability to discover insights that support and drive decision-making.

The Director will effectively utilize enrollment data, market research, and other metrics to track team results and to identify strategic and operational enrollment opportunities as well as to optimize the experience of students and their families. The supportive parent community encompasses both international and expat families as well as heritage families whose children have attended the school over recent decades.



**Carney
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The most critical initiatives for the appointee early in their tenure include integration of CRM and using it to forecast and propel enrollment growth and improve yield, demonstrating confidence and capability in working with enrollment data.

Admissions Responsibilities and Expectations:

- Ensure that each year re-enrollment numbers are as good as they can be, through proving a fantastic in-school experience for families
- Recognize that admissions work is an emotional engagement. The Director must be relationship-driven and often deliver through exceptional personal service rather than impersonal sales.
- The role involves building relationships with prospective families and being genuinely passionate about education.
- Gathering information from prospective families and ensuring a high level of personalized service throughout the journey.
- Work closely with the admissions team, facilitating enrollment strategies and events.
- Engage with the rest of the SLT to gain buy-in and alignment.
- Use Salesforce and dashboards to review admissions data, identify trends, and drive insights to support decision-making. Interpret data effectively.
- Review data on a weekly basis and use previous trends to support forecasting.
- Use admissions data to inform and shape marketing strategies.
- The role requires enough marketing knowledge to connect admissions insights with marketing actions.
- Serve as a key advisor on the school Senior Leadership Team on the interpretation of relevant market research (brand equity, parent satisfaction, mystery shop, and market share) and guide action plans for whole school improvement.

Marketing Responsibilities and Expectations:

- Responsible for managing a budget and advocating for both the budget and the team.
- Clearly understand ROI: how the budget is allocated and what results it delivers.
- Constantly review and refine the target audience.
- Ensure that all communication clearly sells the school's uniqueness.
- A significant portion of the work is handled in-house rather than through freelancers, strong hands-on expertise is required.
- Look at data on a weekly basis, develop strategies from insights, and share updates with the regional team.
- Be prepared to adjust strategies frequently, sometimes on a weekly basis, based on performance and changing priorities.
- Willing and able to work at a fast pace and adapt quickly to shifting priorities.



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Communication Responsibilities and Expectations:

- Responsible for both external and internal communication.
- Ensure parents know where and whom to go to for different types of communication.
- Make sure communication is delivered in an appropriate and consistent tone.
- Train the academic team on how best to engage with parents when they are on school tours to ensure consistent messaging.

Desired Personal and Professional Qualities, Skill, Knowledge, and Experience:

- Bachelor's degree required; advanced degree preferred.
- Minimum of seven years' demonstrable experience in admissions, brand-building, sales and/or marketing roles, ideally in service/customer-oriented roles.
- Strong leadership skills and a proven ability to manage and coach a team to achieve business objectives.
- Superb project management skills and experience mobilizing efforts to launch successful initiatives.
- A natural communicator, adept at building relationships and influencing outcomes at all levels, both inside and outside the organization.
- Able to prove you love data, with experience of capturing and analyzing it, and using it to come up with actionable insights.
- Digitally savvy, able to make a positive contribution to the school's digital footprint of owned, earned and paid media.
- Loves being part of a team and is motivated by the community.
- Results focused.
- Entrepreneurial and creative.
- Resilient, humble, and calm under pressure.

Location

The school is located in a safe, vibrant and modern residential and commercial suburb west of the city center of Mexico City, one of the most important cultural and financial centers in the world. The area has numerous office and residential buildings yet also abundant parks and open space with low slung mountains to the west, and some of the most beautiful scenery in Mexico. It is an aspirational and affluent suburb, easy to navigate, attracting increasing numbers of major companies and corporate headquarters. Housing is a blend of high-rise and well-designed single-family residences. The area provides a natural catchment for an outstanding international school as well as a convenient and pleasant area in which the staff and faculty live. Mexico City offers both suburban comfort and urban convenience as well as a lower cost of living.



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Compensation

Competitive salary for the region and will include relocation, housing allowance, time off, tuition remission for 2 children, medical, and performance bonus.

To Apply

Interested and qualified candidates will ultimately submit the following materials, as *separate PDF documents*:

- A cover letter expressing interest in this particular position;
- A current and thorough resume with all dates included (no more than 4 pages);
- A list of five professional references with the name, relationship, phone number, and email address of each person (*references will not be contacted without the candidate's permission and not before a mutual interest has clearly been established*).

To Ben Bolte (bbolte@carneysandoe.com) and Quentin Doggett (quentin.doggett@carneysandoe.com).

Please do not contact the school directly (the position is currently confidential).



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