

JOB DESCRIPTION

Community & Enrolment Lead

Updated 10 August 2026. This role is now open to candidates outside the UK. See "Where you're based" below.

Job title	Community & Enrolment Lead	Location	Remote (UK or international)
Programme	Education Leaders Intensive	Contract	Fixed term, 12 months. Employed if you're in the UK, contract if you're elsewhere.
Reports to	Founder & Director	Hours	Part-time, 1.5 days (approx. 12 hrs)
Start date	October 2026 (flexible for notice)	Salary	£15,000 (£50,000 full-time equivalent) + enrolment bonus

ABOUT EDUCATION LEADERS

Education Leaders Ltd is a specialist consultancy and professional development company serving international schools globally. Founded by Shane Leaning, host of the Education Leaders podcast (ranked in the top 5% globally), the company delivers leadership development, strategic planning and organisational change support to schools working to improve outcomes for students and staff.

Our flagship programme, the Education Leaders Intensive, is a ten-week leadership development experience for school leaders, running twice a year. We also provide bespoke consultancy, executive coaching, online courses, and thought leadership through our podcast, our weekly Leadership Levers newsletter, our books (Change Starts Here, Routledge), our not-for-profit arm Work Collaborative, and our alumni community.

We're a small but ambitious company, looking for someone who wants to help build something meaningful.

OUR VALUES

Questions Before Answers

We believe the best solutions come from asking better questions. We resist the urge to jump to conclusions and take time to understand the real problem before proposing solutions.

Evidence Over Assumption

We make decisions based on what the data and research actually show. We're willing to change our minds when presented with better evidence.

Authentic Communication

We say what we mean, clearly and honestly. No jargon, no corporate speak. We give feedback directly and receive it openly.

Thoughtful Action

We move with purpose, not just pace. We'd rather do fewer things well than many things poorly.

People First

Every school is made of people. Every decision we help leaders make affects people. We never lose sight of this.

THE ROLE

We're looking for a Community & Enrolment Lead to join us part-time, 1.5 days per week, approximately 12 hours. The role exists to fill cohorts for the Education Leaders Intensive and to look after the community that has grown around it.

There's outreach in this role, but it's the warm kind. You won't be cold-calling strangers or working from a bought list. You'll be following up people who already know us, asking alumni who else might benefit, and staying in touch with leaders who weren't ready last time. Education Leaders already has channels that work: a podcast in the global top 5%, a weekly newsletter, an active LinkedIn presence, published books, lead magnets, online courses and an alumni community. Every participant we have ever enrolled came through one of them. Your job is to make sure the people arriving through those channels get a proper, timely, human response and a clear path into the programme, and to keep the wider community warm between cohorts.

You'll work closely with the Founder and coordinate with our Virtual Assistant on enrolment-related tasks.

We want to be transparent about what this role requires commercially. The Education Leaders Intensive runs two cohorts per year, in September and late January. The minimum enrolment target is 12 participants per cohort, 24 a year. That isn't a stretch goal or an aspiration, it's the baseline the business needs to function. We're telling you now because you deserve to know what success looks like before you apply rather than after you've started. Our first cohort enrolled 18. We're not asking you to do something we haven't already shown is possible.

KEY RESPONSIBILITIES

Enrolment through our channels (approx. 60% of time)

- Own the flow of enquiries arriving through the podcast, the weekly newsletter, LinkedIn, lead magnets, the website and referrals
- Respond personally to every lead magnet download within 48 hours. This is our highest-converting source and it is time-sensitive
- Move enquiries through to application and enrolment, using the application form as the primary route and conversations where they're genuinely needed
- Conduct enrolment conversations with prospective participants. These are professional dialogues with school leaders, not transactional sales calls
- Manage the CRM properly. Every live lead has a next action and a date against it
- Work with the Founder to plan calls to action across the newsletter, podcast and LinkedIn ahead of each cohort launch, including waiting lists and early access
- Follow up referrals, and re-approach people who were interested in a previous cohort but weren't able to join
- Coordinate with our Virtual Assistant on email sequences, application processing, scheduling and follow-ups. You'll give direction on these tasks. If VA support is affecting your ability to meet targets, raise it with the Founder immediately
- Track enrolment numbers and report weekly

Community and participant experience (approx. 25% of time)

- Nurture the wider Education Leaders community between cohorts: our alumni community on Circle, online course members, podcast listeners and newsletter subscribers

- Deliver participant onboarding at the start of each cohort: welcome communications, orientation materials, and the first touchpoint that sets the tone
- Run light check-ins during the cohort. You're not delivering the programme, you're the friendly face making sure people feel connected
- Gather feedback at the close of each cohort through surveys, conversations or written prompts
- Collect testimonials and case studies for marketing
- Identify alumni and past participants well placed to refer colleagues, and ask them

Working with the Founder (approx. 15% of time)

- A weekly written update with the numbers and anything that needs a decision
- Feed back on what the channels are producing and what they aren't
- Contribute to planning for each cohort launch

PERSON SPECIFICATION

Essential

- Understanding of the international schools sector and how school leaders make professional development decisions
- Comfortable holding professional conversations with Heads of School, Principals, Deputy Heads and Curriculum Leaders
- Demonstrable follow-through. This role lives or dies on whether conversations get finished, not on how persuasive you are in them
- Excellent written communication: warm, clear and human
- Able to work autonomously and manage your own time across a 12-hour week
- Comfortable with CRM systems and email platforms, or able to pick them up quickly
- Able to work a UK-friendly overlap, wherever you're based. If you're in the UK, we'll complete a right to work check before your start date

Desirable

- Background in school leadership, coaching, professional learning or consultancy
- Direct experience of working in, or selling to, international schools
- An existing network within the international education community
- Familiarity with community platforms such as Circle, and with email tools such as Kit

WHERE YOU'RE BASED

Where you're based changes the paperwork, not the pay. If you're in the UK, this is an employed role and everything in this document applies. If you're elsewhere, we'd set it up as a contract. The pay is the same, but the pension, the paid holiday, the sick pay and the mental health days can only be offered to UK employees. The same is true of the UK employment protections further down: the ACAS process, the written statement of particulars, and the trade union provision.

We'd rather say that plainly than let you find out later. If you're outside the UK and want to talk through what the contract would look like before you apply, just ask.

COMPENSATION AND BENEFITS

Salary

£15,000 per annum, paid monthly, unconditional, regardless of enrolment numbers. That works out at roughly £192 per working day, or about £24 an hour.

1.5 days a week is 0.3 of a full-time role, so that's the equivalent of £50,000 full-time. We've spelled that out so you can compare it to a full-time job without having to do the sums yourself.

Enrolment bonus: £250 per participant above 10 per cohort

Paid at the close of each cohort. The threshold sits just below our minimum target, so the bonus starts flowing at the point where you have genuinely added seats rather than only in an exceptional year.

Cohort performance	Seats above 10	Bonus per cohort	Annual bonus (2 cohorts)
Minimum (12 seats)	2	£500	£1,000
Good (18 seats)	8	£2,000	£4,000
Strong (22 seats)	12	£3,000	£6,000
Full (25 seats)	15	£3,750	£7,500

Level	Salary	Bonus	Total package
Minimum (12 per cohort)	£15,000	£1,000	£16,000
Good (18 per cohort)	£15,000	£4,000	£19,000
Strong (22 per cohort)	£15,000	£6,000	£21,000
Full (25 per cohort)	£15,000	£7,500	£22,500

Both tables show what you'd actually be paid for 1.5 days a week. The salary on its own is the equivalent of £50,000 full-time. The enrolment bonus isn't pro-rated, so it's paid in full on top of that rather than scaled down.

Benefits (UK employees)

If you're engaged as a contractor outside the UK, the salary and enrolment bonus above are unchanged. The pension, the paid holiday, the sick pay and the mental health days are employment benefits and wouldn't form part of a contract. The development allowance, the flexible working and the right to disconnect apply either way.

- Workplace pension: 5% employer contribution via NEST, with an Ethical Fund option
- 10 days paid holiday per annum (pro-rata for 1.5 days a week), plus pro-rated bank holidays
- Enhanced sick pay: full pay up to 2 weeks a year, no waiting period
- 2 paid mental health days a year, no questions asked
- £200 annual professional development allowance
- Flexible working hours and location. Results-based, not clock-based
- Right to disconnect: no expectation to respond outside agreed working hours
- All benefits from day one

HOW WE WORK

Results, not hours

We care about what you deliver, not when you're online.

Right to disconnect

Your time outside agreed hours is yours. We mean it. Genuinely urgent matters by phone only. Everything else waits.

Honest feedback

You will never be penalised for raising concerns or telling us something isn't working.

Wellbeing matters

Mental health days with no questions asked. Enhanced sick pay with no waiting period. Both are UK employment benefits, as set out above.

Pay transparency

You're welcome to discuss your compensation with colleagues.

You have the right to join a trade union. The Company will not treat union membership, or any lawful activity connected with it, as grounds for any detriment.

IF THINGS AREN'T WORKING

This role is commercially critical. Twelve participants per cohort is the number that keeps the business viable.

If enrolment falls below 12 in a cohort, we'll have an informal conversation within two weeks to understand what happened and agree actions together. If it falls below 12 in two consecutive cohorts, we'll move to a formal performance improvement process.

Throughout any review we will consider external factors that may have materially affected enrolment, including sector-wide budget constraints and global events beyond your control. We'll also assess whether you've had adequate support and resources, including effective VA assistance, and whether the channels themselves delivered the volume of enquiries the role depends on.

Our process will include clear written feedback, a structured improvement plan with realistic targets, genuine support and proper time to demonstrate improvement. We will follow the ACAS Code of Practice throughout.

For contractors outside the UK, we'd follow the same process in spirit, with the same written feedback, the same support and the same time to put things right, under the terms of the contract rather than the ACAS Code.

If resourcing issues are affecting your ability to meet targets, raise them immediately. You will not be penalised for identifying genuine barriers.

CONTRACT TERMS

Contract type

Fixed term, 12 months, with the intention of moving to a permanent arrangement if it's working well for both of us.

Probationary period

The first three months constitute a probationary period with regular support and feedback, and may be extended by up to three months if more assessment time is needed. We'll have a proper review after the first cohort completes, covering workload, development and wellbeing as well as the numbers.

Room to grow

As the programme grows there is scope to increase hours and compensation, by mutual agreement and subject to business performance. We'll look at this properly at the annual review rather than leaving it vague.

Notice

60 days for either party.

For a contract arrangement outside the UK, notice is the same 60 days either way. A written statement of particulars is a UK employment document, so a contract would take its place.

Written statement

A full written statement of employment particulars will be issued on or before day one.

EQUAL OPPORTUNITIES

Education Leaders Ltd is committed to equality of opportunity. We welcome applications from all qualified candidates regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation. Reasonable adjustments will be made throughout the recruitment process and employment.

Application data will be held securely and used only for recruitment purposes, in accordance with UK GDPR. If you are unsuccessful, your data will be deleted after six months unless you ask us to keep it on file.

HOW TO APPLY

Apply here: [Community & Enrolment Lead · Application – Fill out form](#)

Tell us why this role interests you and what you'd bring to it. We'll send you the interview questions in advance so you can prepare properly.

Closing date: August 31st 2026

We're a small company trying to do things the right way. If that sounds like somewhere you'd like to work, we'd love to hear from you.