

Ultimate English Manager

Location	Oxford / hybrid; regular presence in and around Oxford required, essential in June-August.
Contract	Fixed term: November 2026 to end of August 2027
Salary & incentive	£33,000pa, incentive TBC.
Reporting	Callum Wiltshire, SBC, Senior Sales & Partnerships Manager (dotted line to Luke Haywood & Sunny Wallis, UAC).

Role purpose

Ultimate English is a non-residential summer English language programme for international children aged 6–12, delivered in partnership by Summer Boarding Courses (SBC) and Ultimate Activity Camps (UAC).

The programme combines structured, interactive English language lessons delivered by SBC teachers with a varied programme of sports, arts and outdoor activities alongside British children at UAC Day camps. Running Monday to Friday throughout the summer at selected UK locations, Ultimate English offers an immersive learning experience designed to develop English language skills, confidence and friendships through both classroom learning and everyday interaction.

Ultimate English is a cross-brand product delivered through Summer Boarding Courses (SBC) and Ultimate Activity Camps (UAC), with significant commercial value to both businesses. This role will provide clear day-to-day ownership of the product across sales, admissions, B2B development, customer support and selected operational activity.

The Ultimate English Manager will own the customer journey from initial enquiry and consultation through to booking, payment, pre-arrival support and summer customer service. They will nurture direct enquiries, inherit and develop B2B relationships, shape demand around operational needs, support teacher recruitment and help ensure Ultimate English is actively represented across Dukes.

Year 1 is intentionally fixed term, covering a full sales and delivery cycle from November to the end of August, with the role and longer-term structure reviewed against commercial and operational impact.

Key working relationships

- SBC Senior Sales & Partnerships Manager & wider B2B team
- SBC Admissions & UAC Customer Support Teams
- SBC Recruitment Manager & UAC Recruitment Team
- Ultimate Activity Camps Operations Director & SBC Programmes & Operations Lead
- SBC and UAC Marketing teams
- Dukes school Admissions teams and Education Consultants

The role operates across both businesses. Success will depend on being able to work confidently within a matrix structure while maintaining clear personal ownership of Ultimate English performance.

Key responsibilities

Direct sales & admissions

- Own Ultimate English enquiries across the relevant SBC and UAC admissions channels.
- Manage the full customer journey from initial enquiry and consultation through to booking, payment, pre-arrival information, summer customer support and communications, and post-programme aftercare.
- Proactively nurture direct enquiries through structured follow-up rather than relying on one-off responses.
- Prioritise and triage sales opportunities according to customer need, conversion likelihood, availability and operational priorities.
- Direct customers towards the most appropriate centre, week and programme, taking account of capacity, age, nationality mix and wider delivery needs.
- Deliver confident sales consultations to parents and students and maintain accurate pipeline, booking and customer records.
- Work to agreed conversion, booking and revenue targets, with clear weekly visibility of progress.

B2B & partner sales

- Inherit and manage existing Ultimate English B2B and partner relationships and become the main point of contact for the product.
- Work closely with the SBC B2B / Partner Sales team to grow existing accounts and introduce Ultimate English into relevant relationships.
- Take ownership of new partner leads and proactively develop opportunities in new and underdeveloped regions.
- Arrange meetings, consultations, product briefings and webinars and take opportunities through to booking.
- Promote Ultimate English to Dukes Education Consultants and other relevant internal and external partners.
- Represent Ultimate English at relevant Dukes, partner and industry events.
- Identify opportunities to place older siblings or suitable students onto SBC premium day and residential programmes.

The Ultimate English Manager will ensure both Direct Sales and B2B / Partner Sales teams are kept up to date with Ultimate English product information, availability, key selling points, operational changes and sales priorities.

Revenue, availability & demand management

- Take overall responsibility for monitoring and managing the nationality mix of Ultimate English bookings across all centres and weeks, ensuring an appropriate balance of nationalities and protecting the international experience of the programme. Act as the central point of approval for bookings that may exceed agreed nationality limits, escalating exceptions where appropriate.
- Actively steer demand towards centres and dates where additional bookings are required.
- Use sales and enquiry data to identify where activity needs to be increased, redirected or stopped.
- Work with sales and operations colleagues to improve occupancy and avoid unnecessary concentration of demand.
- Identify recurring customer requests, missed opportunities, new locations or product variations and feed this insight into future planning.

Payments & partner administration

- Manage invoice and payment follow-up for Ultimate English and DIEW bookings.
- Maintain accurate B2B and partner booking records and oversee the administration and reconciliation of partner commission.
- Ensure booking and financial information is complete and handed across accurately to operational teams.

Marketing, webinars & product presence

- Work with SBC and UAC Marketing teams so campaigns and activity reflect actual sales priorities and remaining capacity.
- Provide regular feedback on lead quality, conversion barriers, customer questions and areas of demand.
- Support targeted direct and B2B campaigns for priority locations, dates or markets.
- Host webinars and online information sessions for prospective families and partners.
- Support and drive Ultimate English social media activity in conjunction with Marketing.

Teacher recruitment, induction and training

- Work with the SBC Recruitment Manager and UAC Recruitment team to recruit Ultimate English teaching staff against programme requirements.
- Assist with candidate communications, administration, interview coordination and onboarding where required.
- Own the teacher journey from interview through to onboarding, induction and readiness for delivery.
- Maintain awareness of recruitment progress against programme requirements and provide additional support during peak periods.
- Coordinate and facilitate online group induction and training, ensuring teaching staff understand programme expectations, academic standards, safeguarding reporting requirements and operational processes.
- Ensure all required safer recruitment and compliance checks are completed for seasonal teaching staff in conjunction with UAC Recruitment before deployment.
- Manage teacher absences and short notice staffing issues during programme delivery, working with Recruitment and Operations to secure appropriate cover.
- Support candidate communications, interview coordination, contracts and onboarding administration where required.

Summer customer service & operations

- Act as an informed point of contact for Ultimate English customers before and during the summer as part of, and alongside, the UAC customer support team.
- Support the transition of customers from sales and admissions into programme delivery.

- Help resolve customer queries and issues quickly in conjunction with UAC and SBC operational teams.
- Support customer communications, booking administration and practical programme requirements during delivery.
- Maintain visibility of customer feedback and feed learning into the following sales cycle.
- Oversee the collection of feedback quantitative and qualitative data to provide an overview of student and parent experience.

Oxford-based administration & support

- Maintain a regular working presence in and around Oxford.
- Provide practical support with programme stock, materials and administration where required for SBC & UAC.
- In collaboration with SBC Academic Director, ensure that the materials are prepared and to the required standard for Ultimate English teachers.
- Support time-sensitive operational tasks during peak periods and work flexibly where this helps keep Ultimate English properly supported.
- Creation of registers for teachers in a timely manner as directed.

Dukes Immersive English Week (DIEW) – Broomwood Prep

Take day-to-day ownership of DIEW bookings and administration, ensuring the process is simple and well managed for Dukes families.

- Work with the Dukes central team to manage expected numbers, participant information and availability.
- Manage bespoke Dukes family discount codes and ensure eligible families can book easily and correctly.
- Ensure families receive clear pre-arrival information and appropriate support throughout the booking journey.
- Support the operational and recruitment teams with participant information, administration and handover ahead of delivery including materials.

Reporting & performance

The role will maintain a simple weekly commercial view of activity and outcomes, including:

- Direct and B2B enquiries, consultations, bookings, conversion and revenue.
- Partner meetings, proactive outreach, new partner development and webinars.
- Outstanding payments and booking actions.
- Availability, demand gaps and locations or weeks requiring additional sales focus or strategic shift.
- Complete an end of summer report detailing areas of success and required improved.
- DIEW enquiries, referrals, consultations and bookings.

The expectation is proactive ownership: activity, pipeline development and demand-shaping should be visible alongside final bookings and revenue.

Person specification

- Previous experience in seasonal education, summer camps, language programmes or a similar environment.
- Demonstrable passion for working across all sales functions: admissions, direct sales, B2B sales, customer service & account management.
- A strong and enthusiastic salesperson: confident, personable, persuasive and tenacious without losing attention to detail.
- Comfortable dealing directly with parents, international partners and commercial contacts.
- Strong communication and presentation skills, including confidence hosting webinars, consultations and partner briefings.
- Proactive and organised, with the initiative to identify a problem and act rather than wait for instruction.
- Able to manage multiple customers, deadlines and priorities while maintaining accurate records.
- Comfortable working across several teams and reporting relationships.
- Good judgement when balancing customer needs against commercial and operational priorities.
- Willing to get involved in practical and administrative tasks during busy periods to support two large operations.

This role is product ownership rather than people management. The successful candidate needs to be commercially driven, exceptionally organised and excellent at working with people across multiple teams, and two brands to deliver success.