

DULWICH COLLEGE

FOUNDED 1619

# Director of Business Development

Information for Applicants

# Welcome

## Dear Potential Applicant

Thank you for applying to work at Dulwich College. I hope that you will find the prospectuses and web pages useful and feel that they provide a better understanding of our aims, values and ethos. I also hope this booklet makes you feel you might thrive here, would like to join us and make a great professional contribution.

At heart, the College's focus ensures the wellbeing, experience and achievements of our pupils. We want them to be happy, to flourish and to get the very best from their time here. These aims also allow us to have a positive relationship with our families, and uphold our reputation and strategic ambitions.

We have a large, diverse, dedicated and talented team of colleagues. It is a huge collective effort to achieve our annual and long-term goals, and we could not do this without everyone working together in a diligent and good humoured manner.

As well as rewarding and fun, being part of the College is demanding at times and we have high expectations of all our colleagues. There are, however, many advantages and opportunities, which are better explained in this booklet. Put simply, we wish to get the best from everyone and we will seek to invest in you and develop you during your time with us.

We recognise that many of our colleagues are professionally ambitious. We will certainly help you in your aims, through mentoring, professional development courses and career opportunities.

We are fortunate to have a large College community, with several career pathways and experiences available. We hope that you will enjoy working here, really understand the value and the commitment shown by everyone and wish to play your part in the exciting life of Dulwich.

Mr Robert Milne  
Master





## The College

Dulwich College is an academically selective independent school for boys in south east London, known for its inspired teaching, genuine scholarship and broad co-curricular life.

Our dedicated and increasingly diverse staff of approximately 250 teachers and 350 operational colleagues, support a pupil body of approximately 1,850 across the Senior and Junior Schools and DUCKS, our co-educational nursery and infant school.

Set within 70 acres of beautiful grounds, yet only 12 minutes by train from central London, the College offers an exceptional working environment — spacious, well-resourced and rich in heritage. The campus blends iconic listed buildings with award-winning new architecture, creating a dynamic and inspiring setting that values curiosity, creativity and collaboration among both pupils and staff.



# Vision Values & EDI

## Our Vision

To be an outstanding school that inspires every pupil to work, study and serve with purpose, developing the potential to make a positive difference in the world.

## Our Values

Purpose, kindness and joy – underpin a culture of curiosity, creativity, compassion and integrity. We promote collaboration, resilience and appreciation of the benefits of living and learning within a diverse, inclusive community.

## Equity, Diversity and Inclusion

We celebrate the diversity of our pupils, staff, alumni and parents, recognising that varied backgrounds and experiences create a vibrant and forward-looking community. Dulwich College stands firmly against discrimination in all forms and is committed to advancing inclusion, social responsibility and the core British values of democracy, liberty, respect, tolerance and the rule of law.

# Role Details

## Leadership role:

A member of the College Leadership Groups. Director of Dulwich College Enterprises (DCE) and Dulwich College Enterprises Overseas (DCEO).

## Responsible to:

The Master, including attendance at DCE and DCEO Board Meetings, and Governing Body meetings when required.

## Direct Reports:

- Director of Development and Alumni
- Head of Events
- Head of Sports Centre
- Commissariat Manager (School Shop)
- (Or close collaboration with) Outdoor Centre Manager
- Close collaboration of Senior Colleague responsible for the Academic oversight of EiM Dulwich College International Schools

## External Relationships:

- Commercial partners
- Overseas Education-related enterprises, including Education in Motion (EiM)
- UK based enterprises
- Alumni and donor communities
- International and other education providers

## Official Responsibilities

- Managing Director of Dulwich College Enterprises (DCE)
- Managing Director of Dulwich College Enterprises Overseas (DCEO)



# Role Objectives



The key purpose of the role is to develop and implement an effective long-term plan for the commercial activities of the College alongside its core operations. Dulwich College is distinctive in both its scale and potential, already generating significant revenue through its enterprise operations, with considerable opportunity for further growth.

The objective is to use the College's reputation and facilities to maximise ancillary sources of profitable income (non-School fee income), complementary to the School's core activities and purpose. This income will contribute directly to funding capital investment in core operations, supporting pupil bursaries, strengthening the charity's reserves and providing other public benefit.

Additionally, the role will lead in the relationship with Education in Motion, the independent organisation that is licensed to manage Dulwich College International Schools worldwide, working collaboratively to deliver the agreement, protect and enhance the Dulwich College reputation, and explore and optimise expansion opportunities. The role will also be responsible for overseeing the College's international education strategy, with significant input from the Educational Leadership team.



### **Dulwich College Enterprises Strategy**

- Work in partnership with the COO to support the long-term financial strategy, with a strong focus on growing non-fee income to strengthen the School's financial sustainability.
- Develop and deliver the College's commercial strategy, including producing, implementing and reviewing performance of strategic commercial plans and new business initiatives.
- Lead all UK commercial activity, including:
  - Sports Club - Oversee the management of sports clubs and related enterprises.
  - Events – Oversee the management and delivery of on-site commercial events, optimising the use and profitability of Dulwich College facilities.
  - Outdoor Centre – Oversee the development of commercial opportunities in the Outdoor Centre working with the Director of Educational Operations to deliver these events.
  - Retail – Oversee the delivery and evolution of the retail opportunities, meeting the needs of the College community.
  - Accommodation and space - Maximise income from lettings and on-campus ventures (eg residential lets, corporate and private events and weddings, as well as international and local commercial opportunities).
- Provide leadership and management to the Heads of Departments in Events, Sports Centre, Outdoor Centre and Commissariat.
- Ensure all revenue and profit targets are met or exceeded.

# Key Responsibilities



### **International Partnership**

- Lead the commercial relationship with Education in Motion (EIM), the organisation that manages Dulwich College International Schools worldwide.
- Work collaboratively with EiM to deliver the World Charter and protect and enhance the Dulwich College identity and reputation.
- Identify, explore and optimise international expansion and growth opportunities.
- Contribute to the College's international education strategy, working closely with the Dulwich College Educational Leadership team.
- Provide leadership to the Director of International Partnerships in relation to the Commercial aspects of the partnership.

### **Funding-raising**

Provide leadership and direction to the Director of Development by:

- Overseeing the College's programme to secure charitable donations and bequests that strengthen reserves and fund priority projects.
- Working with the Development Director to set clear strategic fundraising targets and ensure their successful delivery.
- Ensuring all fundraising opportunities are identified and pursued appropriately to support the key pillars of the development strategy, including bursaries, capital projects and wider School improvements.
- Overseeing alumni relations and guiding the development of a long-term engagement strategy.



### **Commercial Strategy**

Recognising the primacy of school activities and ensuring harmony between delivery of the College's core business and its commercial activities:

- Work with the Master to develop and progress the strategic plan, leading strategic workstreams as appropriate, liaising with external parties, the Governing Body and external advisors as appropriate.
- Lead market analysis to identify new commercial opportunities, assess demand and inform strategic decision-making, including leading on change activity, as directed by the Master and Governors.
- Work closely with Leadership and Governors, ensuring transparent oversight of commercial performance and effective reporting of KPIs.
- Identify and engage new clients, advising on service options and negotiating commercial agreements that align with the College's strategy.
- Establish robust risk management processes for all commercial activities, ensuring compliance, safeguarding, and financial resilience.

### **Marketing & Communications**

Provide leadership and direction to the Director of Marketing & Communications by:

- Overseeing the College's marketing and communications strategy to strengthen reputation, demand and market position.
- Working with the Director to set clear strategic objectives and ensure their successful delivery across marketing, communications and brand activity.
- Ensuring all opportunities to promote the College, support admissions and enhance reputation are identified and pursued effectively.
- Overseeing brand stewardship and public-facing communications, including media relations and crisis communications.



# Knowledge and Skills Required

## Relevant Experience/Knowledge & Technical Competencies

### Essential

- Relevant professional and/or management qualification
- Extensive experience in business development and achieving commercial growth.
- Senior management experience with an understanding of, or empathy for, an educational environment.
- Ability to translate commercial practice effectively into an educational context.
- Proven leadership of people, finances and resources, including delivering organisational change.
- Recent success in managing teams within a complex, commercially driven setting.
- Ability to interpret data, manage budgets and communicate complex information clearly and professionally.
- Track record of building and maintaining external relationships and developing profitable partnerships.
- Strong client management and stakeholder engagement skills.
- Ability to develop, present and execute commercial strategy.
- Experience producing business/financial plans and meeting financial targets and KPIs.
- Strong understanding of marketing, communications and brand management.

### Desirable

- Experience in the commercial sector.
- Knowledge of charity law and related regulations.
- Experience establishing trading entities and understanding associated tax considerations.
- Experience in educational settings.
- International business experience.



### Personal Competencies / Skills

- Well established and mature leadership skills, with a high level of curiosity and initiative, able to adapt to the unique and different complexities of the educational environment and effectively champion the commercial teams
- Strong commercial instinct and the ability to lead strategic, income-generating change.
- Excellent communication, negotiation and relationship-building skills, with the ability to inform, influence and persuade.
- Vision, creativity and intellectual agility, paired with collaborative and inspiring leadership.
- Integrity, resilience, energy and a positive, personable style, with a consistent customer-focused mindset.
- Confidence in making and upholding difficult decisions.
- Strong analytical, problem-solving, project and process management skills; calm under pressure and effective to tight deadlines.
- Proven ability to deliver complex strategies from concept to completion while managing competing priorities.
- Willingness to engage fully in school life and step in practically when needed.
- Clear understanding of an independent school as an educational, commercial and charitable organisation.



# Application Procedure

To apply for this role please visit our [vacancies page](#)

## Closing date

Midnight on **Tuesday 3 March 2026**.

## Interview dates

1<sup>st</sup> round interviews will be conducted via Microsoft Teams between **Monday 9<sup>th</sup>**

**March and Wednesday 11<sup>th</sup> March 2026**

2<sup>nd</sup> round interviews will take place in person on **Monday 16<sup>th</sup> March 2026**

3<sup>rd</sup> round interviews will take place in person on **Tuesday 24<sup>th</sup> March 2026**

We are committed to safeguarding and promoting the welfare of children. This is the responsibility of the whole College community. We all remain vigilant about safeguarding at the College and we never think that child abuse could not happen here or to our pupils. A DBS Disclosure is required to Enhanced level. The DBS Code of Practice and the Standard and Enhanced DBS Privacy Policy can be found on our website. Charity 1150064

# College Community and Benefits



## Make your money go further

- Up to 10% employer pension contributions.
- Lunches – Free lunch in the dining hall or to take-away.
- Fee remission – Discounts on fees at Dulwich College, Alleyn's Dulwich, JAGS Dulwich and DUCKS (admissions rules apply).
- High-street savings – Access to discounts on restaurants, food deliveries and shopping.

## Help with your commute

- Bike to Work - Tax-efficient bike purchase.
- Onsite parking - Free parking on Campus, EV parking.

## Support for your wellbeing

- SimplyHealth plan - Cash back on routine medical expenses
- 24/7 GP access – Online consultations, advice and referrals.
- EAP – 24/7 emotional, financial and relationship support.
- Sports club – Free family membership.
- Eye tests & flu jabs – Free tests and seasonal vaccinations.

## Protection when you need it

- Life insurance – Included with all pension schemes.
- Accident insurance – Cover for permanent disability or dental injury.

## Support for life outside work

- Family leave – Enhanced leave for new arrivals
- New baby perk – Cash contribution from SimplyHealth.
- IVF leave – Up to 5 days for essential appointments.

## Boost your social life

- Events & clubs – From Burns Night to book clubs and quizzes.
- Dulwich Picture Gallery – Free entry with staff pass.
- Dulwich Golf Club – Discounted 'Member's guest' rate.
- Private functions – Reduced rates for venue hire (subject to availability).



# Important Information

## Safeguarding

All staff are responsible for safeguarding and promoting the welfare of children, completing the required training, and adhering to College safeguarding policies.

## Health and Safety

Staff must also take reasonable care of their own health and safety and that of others, follow safety procedures, use equipment responsibly, and co-operate with managers on all health and safety matters.

## Safer Recruitment

You will find our application form detailed — this ensures we meet the rigorous standards required when employing people to work with or around children and young people.

## Vetting

All appointments are subject to pre-appointment vetting, as required by law, which will include satisfactory criminal record checks.



## Get in touch

Queries should be sent to [joinourteam@dulwich.org.uk](mailto:joinourteam@dulwich.org.uk)

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