

DULWICH COLLEGE
FOUNDED 1619

Marketing & Communications Operations Manager

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.



Job title

Marketing & Communications Operations Manager

Reporting to

Director of Communications

Period of employment

Permanent

Hours of work

37.5 hours per week, Monday to Friday

Salary

Competitive

Role overview

The Marketing & Communications department shapes how the world sees and connects with the College. As our collaborative team comes into its own, we are looking for an experienced people and operations lead to be the backbone that connects us: streamlining how we work, enabling every member to perform at their best, and ensuring our collective output is greater than the sum of its parts.

The Marketing & Communications Operations Manager will drive the day-to-day operational excellence and strategic delivery of the marketing, communications and digital functions. Reporting to the Director of Communications, this role ensures seamless workflows, efficient resource use, quality control, and high-impact campaign delivery while overseeing the market research function to provide data-driven insights on audience segmentation, market trends, and competitor activity.

Role Details



This is a hands-on role. The successful candidate will have proven marketing and communication skills, and a track record of managing teams effectively. They will work closely with colleagues across the College, including the Admissions and Development teams, Heads of Schools, and all teaching and operational colleagues who contribute to our external messaging.

Key Responsibilities

Leadership & Strategic Support

- Implement the Marketing and Communications Strategy to ensure the College communicates in a consistent, accurate and professional fashion with all its stakeholders
- Translate strategic objectives into clear, actionable plans across marketing, communications and digital functions
- Act as deputy to the Director of Communications, representing in meetings, strategic discussions and external forums as required
- Foster a culture of continuous improvement, innovation and professional development within the team

Market Research & Insight

- Lead the market research function, overseeing audience segmentation, trend monitoring, competitor analysis, and insight reporting
- Use data and research findings to inform and improve marketing strategies and campaign decision making
- Commission or undertake demographic and economic reviews

Operational Management

- Line manage the MarComms team of six, ensuring members have clear roles, responsibilities and goals, managing performance and potential, and implementing staff development needs



- Oversee daily operations across marketing, communications and digital, ensuring efficient workflows and coordinated campaign delivery
- Facilitate regular cross-departmental meetings, ensuring clear information flow between strategy and implementation
- Maintain consistent brand messaging across all outputs and ensure compliance with data protection (eg GDPR)
- Oversee quality control and drive process improvement

Skills & Knowledge

- Strong people management, organisational and project management skills
- Analytical capability to interpret market and campaign data and translate findings into strategic recommendations
- Strong verbal communication skills, with the ability to engage and present to stakeholders at all levels and collaborate across teams and departments
- Excellent literacy skills, including writing creative and engaging copy, proofreading and correcting content
- Knowledge and understanding of:
 - Media landscape
 - Briefing and design processes
 - Content creation
 - External supplier liaison
- Proficiency with CRM, marketing automation platforms and analytics tools (eg Google Analytics)
- Working knowledge of digital marketing disciplines, including SEO, content marketing, and paid digital advertising, and social media



Person Specification

- Degree in marketing, communications, business, or related fields
- Advanced qualifications in marketing analytics, digital marketing or operations management desirable
- 5+ years' experience in marketing operations or related functions
- Proven experience managing teams across marketing, communications and digital disciplines
- Demonstrated capability in leading market research and data-driven marketing strategies

Personal Attributes

- Inspiring and empathetic contributor who champions individual talents and encourages honest collaboration
- Clear and thoughtful communicator who inspires through feedback and leads with transparency
- Brings structure without stifling – bridging creativity with deadlines and accountability
- Adaptable and decisive, knowing when to guide and when to give autonomy



Application Procedure

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

Closing date

Friday, 1 May 2026

Interview dates

1st round interviews will take place online during the week commencing **4 May 2026**
2nd round interviews will take place on site during the week commencing **11 May 2026**

The College reserves the right to close the vacancy early should the need arise; early application is therefore encouraged.

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 the 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

- Flexible pension/pay – Join TPS or choose the Group Pension for 10% employer contributions and a higher take-home pay. (Same total package).
- 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



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