

A wide-angle photograph of the Dulwich College campus. In the foreground is a large, well-maintained green lawn. In the middle ground, there are several large, historic red-brick buildings with white window frames and decorative architectural details. To the right, a prominent church with a tall, ornate spire is visible. The sky is bright blue with scattered white clouds. A few people are walking on the lawn. The overall scene is peaceful and academic.

DULWICH COLLEGE
FOUNDED 1619

Marketing & Communications Executive

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.

Marketing & Communications Executive

The Marketing and Communications Executive will be responsible for planning, delivering and evaluating marketing and communications activities across Dulwich College Enterprises Limited (DCEL), with responsibility for supporting the College's commercial Events business and Sports Club operations. This includes promoting conferences, weddings, residential lets, corporate events, sporting events, memberships, programmes, facilities and community initiatives.

Working closely with the Head of Events, Sports Club Manager and other key stakeholders, the post holder will develop and deliver targeted marketing campaigns that increase brand awareness, customer engagement, venue bookings, membership growth and commercial income. The role will be responsible for creating engaging content, managing digital and traditional marketing channels, delivering integrated campaigns and using performance data to continually improve marketing activity.

The Marketing & Communications Executive will work collaboratively across the Events and Sports Club teams to promote Dulwich College as a leading venue and destination, strengthening its reputation, reaching new audiences and retaining existing customers. From time to time, the post holder may provide marketing support to other commercial initiatives where priorities and workload allow, but the primary focus of the role will be the Events business and Sports Club.

This role requires a proactive, creative and commercially minded marketer with excellent communication skills, a hands-on approach and a strong understanding of modern marketing techniques across multiple channels. Close liaison with the College's Marketing and Communications team is essential to ensure brand consistency, alignment with wider organisational objectives and the delivery of high-quality marketing activity that supports the College's educational mission.

Role Overview

- Contract type - Permanent, full time
- Hours - 37.5 hours per week
- Reports to - Head of Events/Sports Club Manager



Key Responsibilities

Marketing Strategy and Planning

- Support the development and delivery of annual marketing plans and campaigns for Dulwich College Events and the Sports Club.
- Conduct market research to identify industry trends, competitor activity, customer behaviours, and new market opportunities.
- Develop targeted marketing initiatives to increase venue bookings, memberships, programme participation, customer engagement, and revenue.
- Identify opportunities for joint marketing activity between the Events business and Sports Club to maximise audience reach and commercial performance.
- Use customer insights, market intelligence, and performance data to inform marketing strategies and campaign planning.

Content Creation and Campaign Delivery

- Create, coordinate, and deliver engaging marketing campaigns across digital and traditional channels.
- Produce high-quality content for websites, social media platforms, email marketing, digital displays, print materials, and other communication channels.
- Develop and implement seasonal campaigns, promotional offers, and targeted marketing activity to drive year-round engagement and income generation.
- Support the promotion of conferences, weddings, residential lets, corporate events, sporting events, Sports Club memberships, swimming lessons, sports programmes, holiday activities and community initiatives.
- Create and maintain marketing collateral including brochures, flyers, posters, banners, presentations, and digital assets.
- Ensure all marketing materials are consistent with brand guidelines and maintain a professional and engaging image.

Role details



Digital Marketing and Communications

→ Get in touch

- Manage and grow social media channels, creating engaging content and campaigns that increase awareness, engagement, and conversion.
- Plan, execute, and optimise paid advertising campaigns across digital/print platforms.
- Maintain and update website content, ensuring information remains accurate, current, engaging, and optimised for user experience.
- Apply search engine optimisation (SEO) best practices to improve online visibility and search rankings.
- Support the creation and delivery of email marketing campaigns, including content development, distribution, segmentation, and performance monitoring.
- Monitor digital communication channels and respond to enquiries where appropriate, escalating customer issues to relevant teams.

Photography, Video and Brand Assets

- Create and source photography and video content to support marketing campaigns and showcase facilities, events, programmes, and customer experiences.
- Develop creative briefs and coordinate external photography and videography projects where required.
- Maintain an organised library of marketing assets, photography, video content, and promotional materials, ensuring materials remain current and accessible.

Stakeholder Management and Collaboration

- Work closely with the Events Team and Sports Club team to develop and deliver effective marketing activity.
- Liaise with the College's Marketing and Communications team to ensure brand consistency and alignment with wider organisational objectives.
- Collaborate with website developers, designers, printers, media partners, and other external suppliers as required.
- Develop clear marketing briefs and provide regular updates to key stakeholders on campaign progress and outcomes.
- Support collaborative working between the Events Team, Sports Club and College Marketing & Communications Team.



Events and Community Engagement

- Support the promotion and delivery of commercial events, sports events, open days, competitions, community engagement initiatives, and other activities.
- Attend events as required to capture content, support promotional activity, and represent the organisation.
- Promote customer and member engagement initiatives designed to improve satisfaction, retention, and advocacy.

Performance Monitoring and Reporting

- Monitor, analyse, and evaluate the effectiveness of marketing campaigns and activities using relevant analytics tools and reporting platforms.
- Track key performance indicators (KPIs), including engagement, lead generation, conversion, membership growth, event enquiries, and return on investment.
- Produce regular reports on marketing performance, outcomes, and recommendations for future activity.
- Use website analytics, campaign data, and customer insights to continuously improve marketing effectiveness.

General Responsibilities

- Undertake any other reasonable duties commensurate with the level of the role as requested.
- Engage proactively with colleagues across the College to support collaborative working and continuous improvement.

All staff have a responsibility to safeguard and promote the welfare of children. The post holder will undertake the appropriate level of training and is responsible for ensuring that they understand and work in accordance with the safeguarding policies of the organisation.

All staff must take reasonable care of their own health and safety and that of others, observe applicable safety rules, follow instructions for the safe use of equipment, and cooperate with managers on health and safety matters, including the reporting and investigation of incidents.



Person specification

Essential Qualifications and Experience

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- GCSEs (or equivalent) in English and Mathematics at Grade C/4 or above.
- Relevant qualification in Marketing, Digital Marketing, Communications, Business, or a related discipline (Level 3 or above).
- Proven experience in a marketing, communications, or digital marketing role.
- Experience of developing and delivering marketing campaigns across multiple channels.
- Strong understanding of digital marketing channels, tools, and best practice, including social media, email marketing, website content management, and digital advertising.
- Experience creating content for digital and print marketing materials.
- Experience managing and updating website content using a Content Management System (CMS).
- Experience using email marketing platforms and customer communication tools.
- Experience analysing marketing performance data and using insights to improve campaign effectiveness.
- Experience working with a range of internal and external stakeholders.
- Excellent written and verbal communication skills.

Desirable Qualifications and Experience

- Qualified to Degree level or higher in Marketing, Communications, Digital Marketing, Business, or a related discipline.
- Professional marketing qualification or membership of a relevant professional body.
- Experience within hospitality, events, venue hire, leisure, sport, education, membership, or customer-facing commercial environments.
- Experience planning and managing paid advertising campaigns.
- Knowledge of Search Engine Optimisation (SEO) and website analytics tools.
- Experience of event promotion and customer engagement campaigns.
- Ability to create photography and video content for use across digital marketing channels.
- Experience commissioning and managing external suppliers such as designers, photographers, printers, or media partners.



Knowledge & Skills

- Strong understanding of marketing principles and campaign planning.
- Excellent copywriting, proofreading, and content creation skills.
- Strong analytical skills with the ability to interpret data and produce actionable insights.
- Good understanding of branding and the importance of maintaining brand consistency.
- Proficiency in Microsoft Office applications and marketing-related digital platforms.
- Ability to manage multiple projects simultaneously and prioritise competing deadlines.
- Strong attention to detail and commitment to producing high-quality work.
- Excellent organisational and administrative skills.

Personal Qualities

- Creative and commercially minded, with the ability to generate innovative marketing ideas and campaigns.
- Proactive, enthusiastic, and self-motivated with a positive, solutions-focused approach.
- Strong interpersonal skills with the ability to build effective working relationships at all levels.
- Professional, approachable, and confident when engaging with colleagues, customers, and external partners.
- Able to work independently and use initiative while also contributing effectively as part of a team.
- Resilient, adaptable, and able to work effectively in a fast-paced environment.
- High level of personal accountability and commitment to achieving results.
- Passion for delivering excellent customer experiences and supporting business growth.
- Commitment to the values and objectives of Dulwich College and its commercial enterprises.

College Community and benefits



Make your money go further

- Contribution pension scheme.
- Lunches – Free lunch in the cafeteria 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.

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 for you, your partner and children under 18 (terms and conditions apply).
- Eye tests & flu jabs – Free tests and seasonal vaccinations.

Protection when you need it

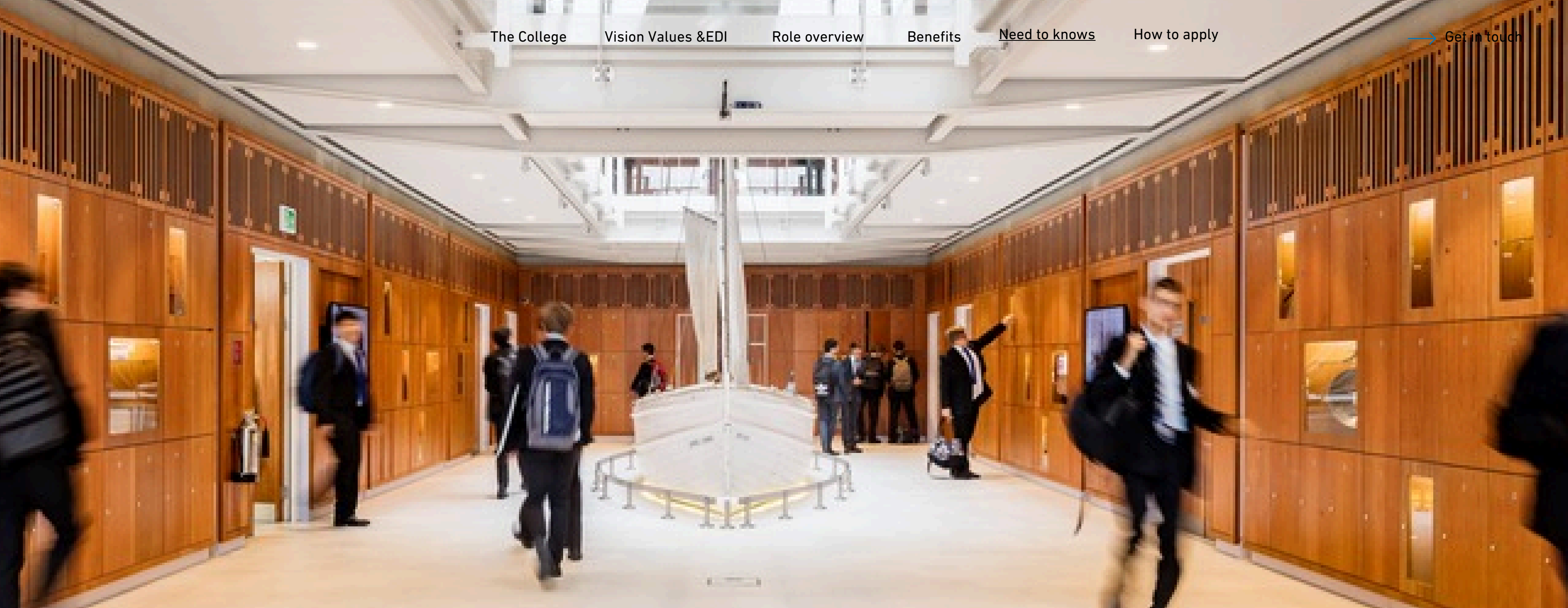
- Life insurance – Included with all pension schemes.
- Accident insurance – Cover for permanent disability or dental injury.

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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