

DULWICH COLLEGE  
FOUNDED 1619

# Digital and Web Content 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.



# Role Details

## Job title

Digital and Web Content Manager

## Reporting to

Head of Marketing and Communications

## Period of employment

Permanent

## Hours of work

37.5 hours per week, Monday to Friday

## Salary

Competitive, based on experience

## Additional key relationships

- Director of Communications and the Marcomms team: Communications Manager; Marketing Manager; Marketing and Communications Officer; Filmmaker and photographer; Designer
- Admissions team
- Development team (fundraising and alumni)
- IT department

## The role

The Digital and Web Content Manager is responsible for delivering an engaging, informative and easy-to-navigate website that presents Dulwich College at its best.

Part of the busy Marketing and Communications Team, the role requires a creative eye and strong editorial instincts, with the ability to produce and shape compelling visual and written content that reflects the College and engages its audiences.

The role also oversees website maintenance, updates and content strategy, managing key technical aspects including SEO, user experience and the CMS to ensure all content is current, accurate and aligned with brand messaging.



The role holder will contribute to areas beyond the website, including supporting the Admissions team with OpenApply, our CRM system, sharing news on the College's intranet, and working with MarComms colleagues on our social media strategy and activity.

This role will work closely with colleagues across the College, specifically Admissions, Alumni and Fundraising, and Dulwich College Enterprise Teams, as well as colleagues in our Teaching and Operational teams who contribute to our external messaging. The role will also work closely with external suppliers and experts to deliver our website and other digital platforms.

### Key responsibilities

- Drive distinctive, on-brand content across the website – creating compelling copy and visuals that resonate with target audiences and communicate with clarity
- Deliver against the content calendar and respond to emerging needs and opportunities
- Co-ordinate, edit and deliver the digital newsletter, maintaining quality and consistency
- Act as guardian of web content standards, style, accessibility and regulatory compliance
- Liaise with third-party website hosts, managing standards and addressing issues promptly
- Monitor performance and user analytics to guide website functionality and UX improvements
- Plan, build and manage paid digital campaigns across Google and Meta, optimising for performance and ROI
- Collaborate with colleagues to maximise impact through social media and other digital channels

### Tasks and duties

#### Website strategy and delivery

- Lead planning and ongoing development of the College website, ensuring efficient, compliant and accessible processes with content archiving
- Set and monitor performance indicators aligned to the College's goals, using analytics to inform strategy
- Grow website traffic through SEO, UX testing, CRM and other innovations



- Develop and manage the main website and sub-sites, including advising DCEL colleagues on website developments for the College's commercial areas, eg Events and Sports Club
- Ensure the website supports all communications and delivers a smooth user experience for all audiences
- Support budgeting, reporting and future planning for web activities
- Ensure compliance with legal, security, accessibility and data protection standards
- Manage online publishing of the College calendar

#### **Content sourcing, development and editing**

- Oversee website content and intranet news, applying creative judgment to ensure consistent brand impact, strong visual presentation and engaging written representation of College life
- Work with the MarComms team to plan and commission website creative content (audio, video, photos, graphics)
- Develop and uphold content policies and style guidelines
- Encourage and train staff to contribute quality content
- Maintain design, technical and editorial standards in line with the College's brand
- Support Admissions and Development teams on website-related communications
- Manage and edit online news posts in collaboration with MarComms and other contributors

#### **Technical oversight**

- Manage technical improvements including audits, CMS upgrades, content migration and archiving
- Oversee and renew contracts for digital communications services
- Manage external relationships with contractors and platforms such as Finalsite and OpenApply

#### **General**

- Identify digital opportunities that support colleagues' goals and raise the College's profile
- Stay current with digital trends, tools and technology
- Contribute to the management and optimisation of the College's photo archive
- Contribute to the overall marketing and communications strategy
- Carry out other tasks as required by the Director of Communications



# Person Specification

## Essential skills & experience

- Strong written communication and copy-editing skills
- Creative sensibility with experience in visual content (photography, video, graphics)
- Ability to brief and evaluate creative work from external suppliers

## Desirable skills & experience

- Experience of website migration projects, including content planning, stakeholder coordination and quality assurance
- Experience of contributing to or leading rebranding projects, translating brand refreshes into updated digital content and presentation
- Experience with Django-based CMS platforms (e.g. Wagtail)

## Personal attributes

- Creative, proactive, and confident in sharing new ideas
- Highly organised with excellent attention to detail
- Strong interpersonal skills, able to work collaboratively with colleagues at all levels
- Resilient, adaptable, and calm under pressure



# Application Procedure

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

## Closing date

**Sunday, 21 June 2026**

## Interview dates

1st round interviews will take place online on **Thursday, 25 June 2026**

2nd round interviews will take place on site on **Wednesday, 1 July 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 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](mailto:joinourteam@dulwich.org.uk)



DULWICH COLLEGE  
Dulwich Common London, SE21 7LD  
Telephone: 020 8693 3601  
Email: [joinourteam@dulwich.org.uk](mailto:joinourteam@dulwich.org.uk)  
Website: [www.dulwich.org.uk](http://www.dulwich.org.uk)

