

# DULWICH COLLEGE

EVENTS



## Information for Candidates

Marketing Executive



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# Welcome

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Dear Potential Applicant

Thank you for your interest in working at Dulwich College. We are a school committed to providing a wealth of opportunities to pupils and colleagues within a nurturing, equitable and caring ethos.

The College is served by a dedicated and increasingly diverse staff body, comprising some 250 teachers and over 350 operational staff colleagues, who work with a pupil body of around 1,900 across the Senior and Junior Schools and in our co-educational nursery and infant school at DUCKS.

Dulwich College is committed to an ambitious educational vision and social mission. Our educational vision is to provide an inspiring education based on the primacy of the classroom within a holistic education. Our social mission is to provide access to our education for children of all backgrounds through our bursary provision and the partnership and outreach work carried out by pupils and staff. There are currently over 200 pupils at the College benefiting from means-tested bursary support.

Through the work of our Equity, Diversity and Inclusion (EDI) Forums, wider Pupil Voice initiatives and our forward-looking approach to sustainability, our ethos is one of equity, diversity and inclusion for our pupils and colleagues.

Do read the profiles of some of our staff in this candidate pack, where you'll also find details of some of the benefits of working at Dulwich College. We are committed to providing an excellent place to work where staff can develop their expertise and experience.

You can find out more about every aspect of a College education and our commitment to our wider community on our website [www.dulwich.org.uk](http://www.dulwich.org.uk)

Fiona Angel  
Acting Master



## The College

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Dulwich College is an academically selective independent boys' school in south east London with a tradition of inspired teaching, genuine scholarship and co-curricular breadth.

Situated in 70 acres, yet only 12 minutes by train from central London, the College enjoys outstanding academic, co-curricular and sporting facilities, including The Laboratory, a RIBA National Award-winning Science and Arts building. There has also been an extensive refurbishment of its iconic Grade II\* listed Barry Buildings and surrounding landscaping.

Further information about the College can be found on our website [www.dulwich.org.uk](http://www.dulwich.org.uk)



## Vision, Values and EDI

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### Vision

Our vision is to be an outstanding school inculcating in every pupil an aptitude for work and study and a sense of service so they have the potential to make a positive difference in the world.

### Values

Our values are:

Equity for all;  
Respect for all; and  
Service engagement of all.

Through these values we seek to encourage curiosity and creativity, compassion and open-mindedness, resilience and integrity, and a collaborative outlook and an appreciation of how we all benefit from living and growing in a diverse and inclusive society.

### Equity, Diversity and Inclusion

We proudly celebrate the diversity that exists within our pupil and staff bodies, as well as in our alumni and parent communities, and recognise the important role that our rich array of backgrounds and experiences plays in building a vibrant, forward-looking community. As a result, Dulwich College stands firmly against discrimination and exclusion in all its forms.

We strive to build a supportive community that encourages a sense of social responsibility and which promotes the fundamental British values of democracy, individual liberty, respect and tolerance, and the rule of law. We will continue to work alongside members of our community to progress our inclusion work and embed our core values across all aspects of College life.

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 with the safeguarding policies of the organisation.

As an employer we are committed to promoting and protecting the physical and mental health of our staff.



Katy Millis  
Head of Sustainability

Coming from a background in retail management, I joined Dulwich College 22 years ago as the manager of our school shop, The Commissariat. After a number of years in this role I was promoted to head of procurement. Aspects of this role include buying FF&E for new builds, tendering for uniform and sports kit supply and looking after the Colleges utilities portfolio. My interest in Climate Change along with my role in the acquisition of the Colleges energy, water and consumables naturally lead to my current role managing the College Sustainability Action Plan. On a personal note, the College has been a great place to work with opportunities to assist with events such as Christmas Fairs and charity fundraising. I have also enjoyed making friends with both my immediate peers and within the wider college community.



Leslie Okyne  
Transport Manager

My role in my previous company as a Sales manager in a passenger transport firm meant that I had to manage a few accounts, including Dulwich College's (Foundation Schools' Coaches) account, as we supplied them with daily coaches. When I bumped into the Transport Manager role on the Indeed website, I did not hesitate to apply for the job, and was very chuffed when I was successful. Working in this capacity has taught me a lot in five years, and Dulwich College has allowed me to blossom into a more responsible individual. Working here has enabled me to acquire new leadership skills and has taught me how to adapt quickly to change.



Jo Foster  
Upper School Registrar

I was thrilled to join Dulwich as Upper School Registrar having enjoyed a long and positive connection through my children who were all pupils here. I work alongside a talented, diverse, and dedicated teaching and operational team for whom it is clear that the wellbeing and success of the College's students, as well as its staff, is paramount. The enthusiasm is infectious with opportunities for staff involvement across the College and career progression. My work is varied with each day bringing something new; I could be touring an international student and their family, talking to Year 10 students about joining the College and the bursaries and scholarships available, running entrance examinations, and mentoring one of our EPQ students. Dulwich is a special place to work, and I feel fortunate to be part of a dynamic, busy, and welcoming community where everyone is valued and respected.



Alice Gardiner  
Financial Controller

I was attracted to the role of Financial Controller as I considered it to be a great opportunity to transition into a finance-focused position within a supportive, socially conscious, academically minded, and future-focused organisation. I have thoroughly enjoyed settling in – one of the first things that struck me was how friendly and welcoming everyone is. I spent 18 years working for a global professional services firm Ernst & Young (EY). My career at EY covered a diverse range of roles from client delivery for financial services firms to strategic initiatives and latterly as Operations Director for the UK Financial Services Strategy & Transactions team. In addition to my role at the College, I am also the Honorary Treasurer and a Trustee for Home-Start Southwark and a current Dulwich College parent.



## The role

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The Events Department run all College Hospitality and Community and Commercial Events over the 70 acre campus. From Auction Dinners, Residential Lets, weddings and corporate away days and sports events such as cricket. It is a busy, exciting and varied department with a close and highly motivated team.

All profits made by Dulwich College Enterprises Limited (DCEL) are gifted to the College, helping to support its educational mission, including bursaries and scholarships.

The role of the Marketing Executive (DCEL) will be primarily focused on Dulwich College Events, in developing and implementing strategic marketing campaigns and plans for Dulwich College Events commercial activities. There will also be opportunities to work across other commercial areas including the Sports Club, Outdoor Centre, and retail shop. It is likely that these will be defined marketing projects, campaigns or promotions which could in some instances be complimentary to Dulwich College Events. The aim overall will be to share best practice and learnings completed for Dulwich College Events across these other commercial areas and drive wider collaboration and joint working across commercial and operational teams to increase income generation.

The Marketing Executive (DCEL) will promote the College as a venue, increase brand recognition and reputation, increase revenue and boost untapped markets. This role requires a well-rounded marketer with a blend of creativity and strategic thinking, 'can do' hands on approach, as well as a comprehensive understanding of digital marketing strategies and the skills to execute end-to-end campaigns across various channels. The use of data and analytics to inform our marketing plans and approach will be critical.

Liaison with the College's core marketing and communications team is key to ensure brand consistency across all marcomms activities.



# Job description

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## Job title

Marketing Executive (DCEL)

## Reporting to

Head of Events

## Period of employment

Permanent

## Hours of work

24 hours per week

## Salary

Pro rata (64%) of £32,000- £34,000 per annum, according to skills, qualifications and experience.

## Tasks and duties

### Core Duties

#### *Research*

- Conduct market research to identify trends, competitor activities, and target audience behaviours

#### *Strategy*

- Develop and marketing initiatives and campaigns primarily for the bespoke marketing of Dulwich College Events and the wider Dulwich College Enterprise teams and activities.
- Plan social media campaigns to increase brand awareness and engagement across social media channels.
- Plan paid advertising campaigns on digital and print platforms.

#### *Implementation*

- Create and implement compelling and engaging content for digital platforms, including websites and social media and more traditional





channels.

- Optimise content for search engines (SEOs) to enhance online visibility and rankings.
- Manage and grow social media accounts across agreed platforms
- Execute social media campaigns to increase brand awareness and engagement.
- Execute and optimise paid advertising campaigns on digital and print platforms.
- Take photographs and create video clips as required for marketing collateral and source photographs from the College photograph and film library if suitable.
- Develop seasonal campaigns to ensure we generate income throughout the year.
- Target new customer groups with targeted and well-developed campaigns and offers.

#### *Communication*

- Collaborate with the Events Team, including other College and DCEL Departments, and website developers to implement necessary changes and updates.
- Liaise closely with the Heads of Events, Business Development Manager and DCEL Department heads regarding campaigns and initiatives, with regular updates and reports on activity.
- Liaise with the Director of Communications regarding marcomms activities for internal audiences.
- Develop clear and concise briefs for marketing collateral.
- Liaise with the marketing department and website manager to ensure consistency of quality and branding of external communications
- Create film and photography briefs, commission and oversee photography and film shoots as required.

#### *Measurement*

- Monitor and analyse the performance of ad campaigns, making data-driven adjustments for maximum ROI.
- Utilise analytics tools to track and analyse key performance indicators (KPIs) for all digital marketing channels.
- Review website analytics and other data sources to develop and evolve strategy.



#### Additional Duties

- Any other reasonable duties required by the Head of Events
- Engage with wider Marketing colleagues at Dulwich College to inform work.

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 with the safeguarding policies of the organisation.

All staff must take care of their own health and safety and that of others, observe applicable safety rules, follow instructions for the safe use of equipment and co-operate with managers on health and safety matters (including the investigation of any incident).

#### College key relationships

<b>DCEL Team</b>	<b>Communications Team</b>
Director of Commercial Enterprises Events Team especially: Business Development Manager Sports Club Manager Field Centre Manager	Director of Communications Head of Marketing Digital and Website Manager



### Person Specification

	Essential	Desirable	Assessment
Proven experience as a marketing executive, preferably in the fields of hospitality with an understanding and knowledge of communications	X		Application Form Interview
In-depth knowledge of digital marketing channels, tools, and best practices	X		Application Form Interview
Ability to take photographs and create film clips to a good quality standard for use on social media.		X	Application Form Interview
Willingness to promote the safeguarding and welfare of pupils	X		Interview
Ability to use relevant ICT effectively e.g. MS Office suite	X		Application Form Interview
Enthusiasm, energy, initiative and a sense of humour	X		Interview

### Personal qualities

- Strong analytical skills and proficiency in data analysis tools
- Excellent written and verbal communication skills
- Creativity and a strategic mindset to develop innovative marketing campaigns
- Ability to manage multiple projects and deadlines effectively
- Good interpersonal skills with a diverse range of stakeholders
- Resilient and high work ethic
- Passion for hospitality and venue hire



## Benefits

### Financial

- Contributory Pension Scheme
- Fee remission for children at DUCKS, Dulwich College, JAGS and Alleyn's schools
- Paid sabbatical/ special projects leave
- Free travel on the Foundation Coach Service for staff
- Up to 10% discount at the Commissariat
- Discounted rates for private functions

### Health & Wellbeing

- Simplyhealth Health Plan including Employee Assistance Programme
- Staff personal accident scheme, incorporating dental
- Enhanced holiday entitlement
- Free membership to Dulwich College Sports Club for staff and their children
- Enhanced sick pay
- Menopause support
- Free lunch, tea & coffee all year round
- Cycle to Work Scheme under salary sacrifice

- Contribution towards glasses, if needed for work purposes
- Discounted rates for use of the Outdoor Centre
- 50% off green fees at Dulwich Golf Club on weekdays

### Family Friendly

- Enhanced maternity pay
- Enhanced adoption pay
- Enhanced paternity and shared paternity pay
- Enhanced bereavement leave
- Time off for IVF and Assisted Conception
- Flexible working arrangements including part-time and term-time working
- Priority over the children of non-staff for DUCKS

### Social

- Staff events throughout the year, including the End of Year Party, New Starters and Leavers Governors Reception
- A variety of College wide performances and events
- Free Entry to Dulwich Picture Gallery (certain exhibitions are not included)



# Application Procedure

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

## Closing date

4.00pm on Monday 20 January 2025

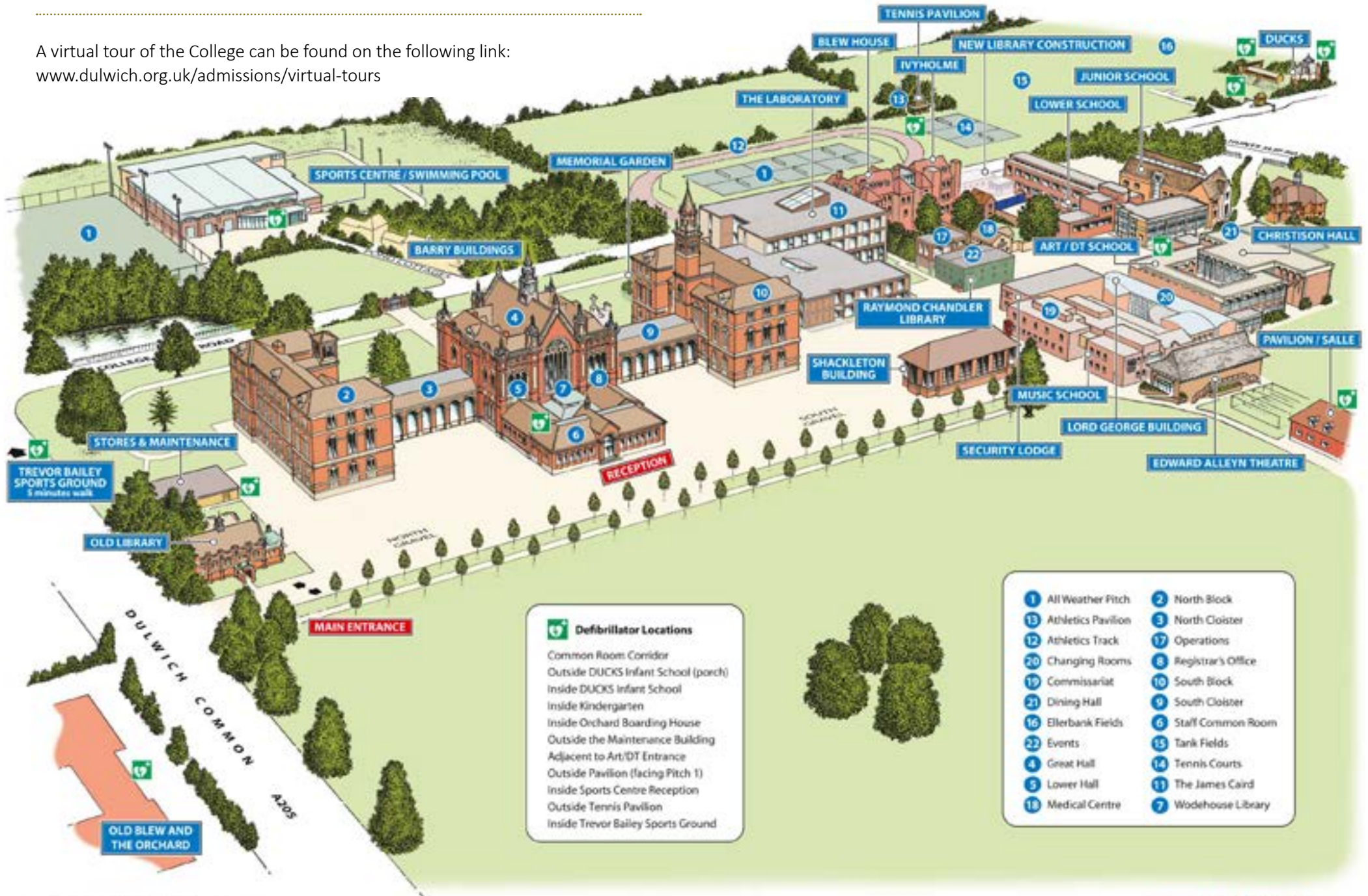
## Interview date

Week commencing 27 January 2025

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

# Campus map

A virtual tour of the College can be found on the following link:  
[www.dulwich.org.uk/admissions/virtual-tours](http://www.dulwich.org.uk/admissions/virtual-tours)





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