

**David Game College**  
31 Jewry Street, London EC3N 2ET

## **MARKETING AND COMMUNICATIONS MANAGER**

**Location:** London (EC3)  
**Salary:** £37,000 - £41,000 / annum  
**Contract Type:** Full Time, Permanent  
**Start Date:** September 2024

### **ABOUT US**

David Game Higher Education (DGHE) is an independent college based in the centre of London offering BTEC HND, Top-Up and Degree courses in business, health and social care, public services and criminology, and digital & creative technologies.

DGHE is the Higher Education division of David Game College Group, which was founded in 1974 and has consistently delivered the best quality teaching to ensure student success. Nearly half a century after its foundation, the David Game College Group has grown into one of the UK's leading independent providers of education, offering courses within the UK and abroad. Registered with the Office for Students (OfS), DGC has been awarded the QAA Quality Mark for exceeding UK expectations for quality and standards.

DGHE offers a vibrant, practical and inclusive learning environment that supports students to thrive, reach their full potential, and advance their careers. Since DGHE's foundation in 2013, the college has evolved to deliver high-quality, empowering education. We welcome students and staff from all backgrounds.

### **ABOUT YOU - JOB DESCRIPTION**

As Marketing and Communications Manager, you will join a team of Higher Education marketing and communications professionals tasked with recruiting UK and International students, as well as communicating effectively with internal audiences and partners, managing events and maintaining various online and offline channels.

The purpose of this position is to manage day-to-day operations of the marketing team at DGHE, which serves to continuously engage our students, staff and community partners, as well as recruit new students to our institution – both home and abroad. The role supports and line manages Digital Marketing, Events and Outreach personnel, coordinates closely with

Admissions and reports to the Head of Marketing and Communications at David Game Higher Education (DGHE).

You will plan, coordinate, implement, measure and evaluate various campaigns targeting local communities and international markets, working with colleagues to nurture existing networks, manage the sales funnel (CRM), develop and implement all marketing and communications activities.

The Marketing Manager ensures that our brand reputation and campaigns are maximised for key audiences and supports the team to meet all our marketing and communications goals as outlined in our Marketing Strategy, including lead generation and conversion. You will also play a key role in developing and executing DGHE's new international recruitment strategy for new post-graduate courses.

DGHE offers a supportive and enterprising environment for a diverse and friendly team. We serve students pursuing Certificate, Foundation, Higher National Diploma, Top-Up, Degree, and (soon) Post-Graduate programmes in the areas of Business and Management, Public Services and Criminology, Health and Social Care, Digital and Creative Technologies.

## MAIN DUTIES

- **Manage Daily Workflow of DGHE Marketing and Communications Team:** Work together with the DGHE Marketing and Communications team as well as other departments, contractors and the broader David Game College Group to gather inputs, plan campaigns, implement strategies and report on results of various projects. This involves organising tasks, following up on progress and conducting quality control. This role line manages the Digital Marketing Executive and the Events and Outreach Officer, as well as working closely with the Admissions and Recruitment team, and reporting directly to the Head of Marketing and Communications.
- **Manage Advertising/Media Campaigns:** Support in the planning, production and placement of advertising materials and media features online, social media and 3<sup>rd</sup> party websites or emails, flyer and in publications, billboards, community newsletters, TV or radio interviews, partner websites or newsletters, etc. to promote DGHE and its range of courses and services to students in the UK and abroad.
- **Recruitment Marketing Strategy:** Contribute to the development and implementation of recruitment strategies – supporting, following up, tracking, meeting and exceeding recruitment targets.
- **Oversee international recruitment:** work with in-country staff as well as DGC Group and international partners, agents, contractors and service providers to develop and implement campaigns, manage various marketing channels and other activities, generate leads and follow up to meet sales targets and ensure a quality experience for applicants.

- **Managing the Marketing & Communications Budget:** Monitor expenditures, analyse cost efficiency, make recommendations to adjust strategies and stay within budget to ensure effective allocation of resources to maximise impact.
- **Digital Marketing and Communications:** Oversee and support Digital Marketing Executive to develop, implement, monitor and report on digital marketing campaigns around key periods in the student recruitment cycle and other academic activities. Support colleagues to manage the strategy and implementation of digital advertising, regular content development and communications campaigns through platforms such as Google AdWords, Meta (Ads Manager), TikTok, LinkedIn, various academic third-party platforms, programmatic advertising, emails through GetResponse and ActvieCampaign, and other digital media channels. Also supervise any website development and maintenance.
- **Events Management:** line manage the Events, Outreach & Communications Officer to plan for, promote, carry out, monitor and report on college events, including external events such as recruitment exhibits or workshops, and internal events like staff get-togethers, special guests, special occasions, Inductions, graduations, Careers weeks, etc.
- **Community Outreach:** Support team to organise and undertake effective recruitment visits/activities (online and offline), including to schools, exhibitions, industry/subject-specific and educational associations, community hubs and other relevant organisations. Work with the Events, Outreach and Communications Officer to develop and maintain a network of feeder institutions: organise in/outbound visits and special activities, and support DGHE staff members with other recruitment/marketing activities.
- **Content Production:** oversee and assist in the development and dissemination of marketing content to ensure effective use of online and offline channels to support the achievement of the College's recruitment and communications targets. This may include copy writing in English and executive production or direct assistance with other graphic, photo or video content for online and published marketing materials.
- **Work with the Recruitment and Admissions team** to track leads and manage the recruitment funnel through the CRM (ActiveCampaign) and collaboration with colleagues to increase and follow through on processing applications. Communications tasks involve supporting communications needs, building communication automations on CRM, supporting campaign integrations, tracking leads and executing targeted email campaigns. Monitor CRM data for performance insights and reports while ensuring seamless system functionality. Collaborate with internal teams to align agent activities with institutional goals.
- **Manage DGHE's network of Recruitment Agents** by onboarding and training new agents, supporting existing ones, and keeping them updated (ex. through monthly e-newsletters and WhatsApp groups). Conduct performance evaluations, generate reports, and organise activities to maintain engagement. Research and develop strategies to expand the network, in UK and abroad, and ensure they have the resources they need to succeed.
- **Monitoring and evaluation:** Continuously monitor the output of marketing and communications efforts such as content production and dissemination as well as outreach activities; provide regular reports tracking Key Performance Indicators; identify challenges or lessons learned and make recommendations to inform communications activities going

forward. Produce statistical/information reports and competitor analysis among other reports as requested. This role will present marketing data to the Senior Management Team every month and will compile intake reports 3 times a year.

- **Support the DGHE team** with all relevant day-to-day communications tasks, such as providing the digital officer with content and following up on recruitment activities. Attend and participate in departmental meetings and follow through on action points within the scope of marketing, communications and recruitment.
- **Ensure that DGHE is compliant** at all times with all relevant licensing and accreditation bodies and other relevant organisations, and that where appropriate our partners or Senior Management Team are consulted on content and approve of official communications.

## PERSON SPECIFICATION

### Qualifications:

- Bachelor's Degree in Marketing, Communications, or a related field. (Essential)
- Master's Degree in Marketing, Communications or related field (Desirable)
- Right to work and travel in the United Kingdom (Essential)
- Appropriate DBS Disclosure (Essential)

### Experience:

- Experience with international student recruitment. (Essential)
- 2+ years in a role including some familiarity with digital marketing, events and outreach. (Essential)
- Proven experience in marketing and communications, particularly in higher education in London. (Desirable)

### Skills and Knowledge:

- Strong understanding of digital marketing channels and content creation (Google, Meta, TikTok, LinkedIn, YouTube, Banner & Programmatic Ads, Eventbrite, GetResponse, WhatsApp, ActiveCampaign, UCAS & IDP Connect, etc.)
- Experience producing multi-media content with creative teams (graphics for digital and print materials, photography, video, copy writing, website landing pages, etc.)
- Excellent project management and organisational skills (timelines, budgets, objectives, tasks, delegating, targets, Asana, Zoom, Microsoft Office, etc.)
- Familiarity with design software (e.g. Canva, Photoshop, InDesign) and CRM platforms (Active Campaign).
- Excellent written and spoken English (copywriting, editing, coordination).

### Competencies and soft skills:

- Target-driven with the ability to manage multiple priorities and tight deadlines.
- Strong interpersonal skills and cultural awareness.
- Ability to work both independently and as part of a team.
- Willing to innovate, research, be creative and apply lessons learned.
- Able to problem solve, anticipate challenges and suggest potential solutions.
- Quality control: notice details, double check and ensure output is accurate.
- People skills: nurture networks, negotiate favourable terms, persuade, support, resolve conflicts and encourage positive relationships.
- Prioritise tasks, communicate and organise for efficient time management.
- Able to monitor and evaluate, learn lessons, give/receive feedback, iterate and improve.

## **REPORTING FRAMEWORK**

The Marketing and Communications Manager will report to the Head of Marketing and Communications. Together they will periodically update the Senior Management Team.

This role is responsible for line-managing the Events, Outreach and Communications Officer, as well as the Digital Marketing Executive, with support from the Head of Marketing and Communications. The Manager will also work in coordination with DGHE Admissions and Recruitment staff and others in the College Group.

## **CORE BENEFITS**

### **Services and Facilities on offer:**

Generous annual leave of 25 days plus college closure days plus public holidays

- Contributory pension scheme
- Salary sacrifice cycle to work scheme
- Interest-free travel season ticket loan
- Free eye tests and contribution to cost of frames
- A range of staff training and development activities
- Other benefits as listed below.

These include:

### **Health and Wellbeing:**

- Employee Assistance Programme via 'HealthAware' (EAP): available 24/7, 365 days a year for staff (and their immediate dependents) supporting general wellbeing and mental

health. Free Financial, Legal, Medical advice and other family/work matters are available via the Helpline for staff and their dependents – including CBT counselling

- Wisdom: wellbeing and wellness App (free via EAP)
- TogetherAll: a 24/7, 365, anonymous peer-to-peer site supporting mental health, available to all staff using their DGHE email address
- Access to Work(AtW): support if you have a disability or health condition. You can speak with the staff adviser confidentially if you need advice/support in applying for the AtW, or want to know more about it.
- Learning Differences/SpLD (dyslexia/dyspraxia/ADD/ADHD): Staff are offered free, confidential screening for learning differences with follow-up advice and guidance on next steps. This includes screening for Visual Stress and guidance about using AtW to obtain support
- Canteen and staff coffee rooms on-site
- Gym on-site
- Quiet Room
- Regular free staff socials
- Fabulous location in the heart of the City and historical Roman London, Tower of London and The Gherkin just a 5 minute-walk
- Easy commuting: Liverpool St, Fenchurch St, Moorgate train stations less than 10 mins walk, Aldgate underground half a minute walk, Aldgate East and Tower Hill underground 10 mins walk, as is Tower Gateway DLR, and the area has many excellent bus services within 2 minute-walk.
- Flexibility with some Work from Home (usually one day a week at home, four in office)

### **Financial Benefits:**

- Ride2Work Scheme DGHE works in partnership with <https://www.bike2workscheme.co.uk/> offering the Government approved 'Ride2Work Scheme'. The scheme recognises that commuting to work by bicycle will save you money in addition to helping you become healthier and happier
- Interest-free travel season ticket loan
- TOTUM cards (formerly NUS Extra): staff are eligible to apply for this using their DGHE email address – access to many discounts, including 10% shopping at Co-op
- Eligibility for Costco membership
- Apples Product Discount: Anybody who works in the education sector qualifies for a discount on Apple computers. It's not just limited to students, teachers and lecturers, but also covers all other staff members. Offers appear on a regular basis.

### **Development and Training:**

- CPD opportunities (Continuing Professional Development): support for relevant training and conferences, including financial and mentoring support for Academic staff applying for Advance HE (Higher Education Academy) Fellowships

- DGHE Partner Institutions: academic staff teaching on courses with our partner institutions (University of Gloucestershire and Buckingham New University) are able to access their own in-house training programmes free
- E-Learning resources, free on the VLE (Virtual Learning Environment) around wellbeing and other topics of interest common in higher education environments

**Apply to:** [jobs@dghe.ac.uk](mailto:jobs@dghe.ac.uk)

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