

Job Title; **Email Database & Digital Content Executive**

Location: London (EC3)

Salary: £33,660

Contract Type: Full Time

About Us

DGHE is the higher education division of David Game College. Established in 1974 the College is Ofsted inspected, QAA reviewed and OfS registered, with a reputation for quality and academic excellence.

The Manager of Marketing and Communications role is key to the overall daily operational management of DGHE's Marketing and Communications Office, which serves to continuously engage our students, staff and community partners, as well as recruit new students to our institution.

Role Overview

This hybrid role blends deep expertise in CRM/email marketing with a creative mindset. You will manage DGHE's Active Campaign CRM, build and segment the prospective-student database, and design automated email journeys that nurture leads through to enrolment. In parallel, you'll produce high-quality digital content and run scrappy growth experiments. The position reports to the Head of Marketing and collaborates closely with a Social Media & Website Executive and an Enrolment Sales Advisor.

Key Responsibilities

Email, WhatsApp & CRM Management

- Develop an email marketing strategy that sets clear goals, aligns campaigns with marketing events and institutional objectives, and defines an editorial calendar.
- Set up and optimise automated email flows (welcome series, event reminders, application nurture flows) by segmenting leads based on behaviour or stage in the journey.
- Build and grow a compliant, segmented email list; collect leads from fairs, campus visits and website sign-ups, always ensuring opt-in permission. Use CRM-driven segmentation to target prospects by academic interests, demographics or stage in the enrolment funnel.
- Create and send campaigns in Active Campaign: design responsive templates, write engaging copy, and use Canva/Figma to produce visuals. Conduct A/B tests on subject lines and messaging.
- Maintain database hygiene: ensure data accuracy, manage unsubscribes and adhere to GDPR/CAN-SPAM regulations.
- Integrate marketing tools such as Zapier for automated data flows and Looker Studio for reporting. Monitor and report performance using metrics like deliverability, open

rates, click-through rates and conversion to CTAs; provide insights and optimisation recommendations.

Digital Content Creation

- Plan, produce and edit digital content — including videography, photography, copywriting and design — that supports email campaigns and growth initiatives.
- Use Canva, Figma and other creative tools to design assets for emails, landing pages and ads.

Experiment with AI-powered tools for content creation and editing; generative AI can personalise messaging, suggest imagery and test subject lines, improving engagement.

- Ensure all content aligns with DGHE's brand guidelines and resonates with prospective students.

AI-Driven Marketing & Growth-Hacking

- Leverage AI for segmentation and personalisation: AI can analyse historical engagement to segment audiences, predict optimal send times, and assign lead scores.
- Use generative AI to create multiple versions of email content, subject lines or social posts at speed; apply predictive analytics to identify high-intent prospects and deliver targeted CTAs.
- Develop data-driven growth strategies to increase user acquisition, retention and engagement.
- Conduct rapid experiments and A/B tests on landing pages, referral programmes and creative assets to identify high-impact tactics.
- Collaborate with cross-functional teams (social media, website, sales advisors) to ensure consistent messaging and close the loop on lead follow-up.

Event Marketing:

- Assist in Producing webinars for prospective students
- Assist in the arrangement and co-ordination of face to face events such as Graduation and Induction

Data & Reporting

- Use Looker Studio or similar tools to build dashboards and track KPIs: email campaign performance, lead-generation conversion, event registrations, database growth, and AI-driven predictions.
- Present findings and recommendations to the Head of Marketing, highlighting opportunities for segmentation, content optimisation and new growth initiatives.

Compliance & Best Practices

- Stay up to date on email marketing best practices and data privacy regulations; ensure all campaigns respect opt-in/opt-out rules.

- Maintain brand consistency by following DGHE's brand guidelines and communicating design requests clearly.

Required Skills & Qualifications

- Experience: 3+ years in email marketing, CRM management or digital marketing; experience producing digital content (video/photo/graphics).
- Tools: Strong Proficiency in Active Campaign (or Alternate CRMS like HubSpot and Salesforce) Canva, Figma, Zapier, WhatsApp Integrations, Looker Studio and AI-assisted marketing tools. (or Alternate CRMS like HubSpot and Salesforce)
- AI Fluency: Demonstrated ability to apply machine learning and generative AI tools for segmentation, personalisation and content creation; understanding of lead scoring and predictive analytics.
- Technical: Understanding of HTML/CSS for email template customisation and familiarity with SEO/SEM concepts.
- Creative: Strong copywriting, videography, photography and design skills.
- Analytical: Able to analyse data sets, interpret campaign performance and extract actionable insights.
- Education: Degree in marketing, communications, business or a related field preferred; certifications in email or digital marketing are a plus.
- Soft skills: Growth mindset, problem-solving ability, autonomy, and strong collaboration skills. Comfortable balancing data-hygiene discipline with experimentation.

Culture Fit & Personal Attributes

- Technocratic Creative: You're equally comfortable building automation workflows and crafting beautiful content; you use AI to enhance processes and deliver personalised experiences.
- Ownership & initiative: This role requires taking full ownership of DGHE's CRM and email programmes while being proactive in proposing new strategies and experiments.
- Collaborative mindset: Work closely with social, web and sales teams to ensure a unified student journey.
- Innovative & resourceful: Eager to test unconventional ideas, yet grounded in data and compliance.