



**DOVER
COLLEGE**

Marketing and Customer Relationship Manager

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Introduction

Thank you for your interest in this role. We hope that over the next few pages of this information pack you get a flavour of the College and the shared values our community is built on. We occupy a beautiful campus in the heart of Dover, with buildings dating back to the 12th Century. But there is nothing ancient in our approach to education.

As a school of around 250 pupils, we are able to nurture confidence, encourage inquisitiveness and celebrate individual success. It is our belief that as a parent, or a school, we can ask no more of our children than for them to achieve their best – in the classroom, in their personal development, on stage, in sports or in the varied activities they engage in daily. At Dover College, *personal bests* matter and these look different for each and every child.

This is in line with our TICK values: Tradition, Inclusion, Community and Kindness. These four words are deliberately simple. They are the promises we keep, day after day, child after child. Put together, TICK describes our education: ambitious and human; warm and challenging; rooted and outward-looking.

We are looking for an exceptional person with experience in the marketing sector to take on the role of Marketing and CRM Manager at Dover College.

This is a brilliant opportunity for the successful candidate to make a significant contribution to the life of the school.



The Marketing and CRM Manager will play an important part in driving growth by combining strategic marketing expertise with data-driven customer relationship management. This role focuses on understanding customer behaviour, optimizing engagement across multiple channels, and building long-term relationships that enhance the parent journey and lifetime value of Dover College.

By leveraging CRM systems and marketing analytics, the Marketing and CRM Manager will develop targeted campaigns, segment audiences effectively, and help shape the future of Dover College with personalized communication at every stage of the parent journey.

In an increasingly competitive and customer-centric landscape, the Marketing and CRM Manager is essential in transforming data into actionable insights, enabling organizations to attract, retain, and grow their customer base with precision and impact.

This role presents an exciting opportunity to join Dover College at a point of change and growth, and to shape the future of Dover College together.



Background

Founded in 1871, Dover College is an independent co-educational school nestled in the historic setting of Dover, Kent.

The College occupies a unique campus on the site of a 12th-century Benedictine priory, giving it a rich architectural and cultural heritage.

From its inception, Dover College has been committed to providing a holistic education, balancing academic excellence with a focus on character development and personal growth.

Throughout its history, Dover College has embraced an inclusive approach, welcoming students from diverse backgrounds and nationalities. The school has maintained a strong sense of community and tradition while adapting to the evolving needs of education. In recent years, Dover College has expanded its focus on pastoral care, wellbeing, and innovative learning programs, including a dedicated emphasis on outdoor education and sustainability through its Forest School and other initiatives.

Today, Dover College is known for its supportive environment, dedication to student wellbeing, and commitment to fostering resilience and lifelong learning skills. The school's TICK values continue to shape its identity, attracting students and families who appreciate a balanced approach to education in an inspiring historical setting.



Safeguarding

At Dover College, there is nothing more important to us than the physical and emotional health and wellbeing of our pupils and staff.

We have created a safe culture in which pupils, staff, parents and governors feel able to articulate concerns comfortably; safe in the knowledge that appropriate and effective action will be taken.

Our Safeguarding and Child Protection Policy applies to all adults, including volunteers, working in or on behalf of our School, in term and out of term time. We expect everyone working in, or for, Dover College to share responsibility for keeping children and adults at risk safe from harm and abuse, and to report any concerns to our Designated Safeguarding Lead or Deputy Designated Safeguarding Lead.

We have robust procedures in place for visitors to the site and carry out full recruitment checks on any adult who spends time regularly with our pupils. We have created our recruitment and selection policy to ensure Safer Recruitment practices are carried out throughout the College and these are applicable to all staff.

Pupil welfare issues are addressed through the dedication of staff to the ethos of the College. The pupils are taught and regularly updated on how to stay safe, including online and with their peers, and the staff have termly safeguarding updates.

Our Safeguarding and Child Protection Policy can be accessed [here](#).



The Role

JOB PROFILE

REPORTING TO: Headmaster

PURPOSE OF JOB: To lead in all marketing opportunities and CRM strategy

KEY RESPONSIBILITIES

MARKETING

- Develop and execute a comprehensive marketing and public relations strategy to grow brand awareness, increase qualified enquiries, and improving enquiry-to-enrolment conversion rate;
- To manage design and production of marketing and other promotional material, ensuring the correct brand, image and message, including development of the digital content strategy
- To be proactive in identifying areas of College life that would warrant promotion to existing, potential and past stakeholders,
- Manage and coordinate outreach and networking events, including links with other schools,
- Own and continuously improve the College's digital presence (website, social media, content platforms), with a focus on engagement and conversion
- Identify, manage and optimise paid campaign opportunities across digital channels (e.g. search, social, display) to drive measurable ROI
- Use analytics to report on the effectiveness of marketing initiatives

Customer Relationship & DATA:

- Own end-to-end CRM strategy, implementation and optimisation across the full parent journey
- Develop segmentation, automation and lifecycle campaigns
- Ensure data integrity, GDPR compliance, and reporting accuracy
- Generate actionable insights to inform marketing, admissions and leadership decisions
- Work closely with Admissions to improve conversion rates at each stage of the funnel

The Role

KEY RESPONSIBILITIES (CONTINUED)

BUSINESS DEVELOPMENT:

- Research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships and services - or new ways of reaching existing markets,
- Seek out the appropriate contact in an organisation to support Dover College's growth strategy,
- Develop proactive outreach strategies, to build parent relationships
- Continue to promote and develop the College's partnership with Old Dovorians,
- Meet with customers and clients face to face, over the phone or via video call,
- Foster and develop positive working relationships with customers and clients,
- Understand the needs of our customers (parents and pupils) and develop a strategy to ensure their needs are met,
- Deliver a strategic approach by seeing the bigger picture and setting aims and objectives in order to develop and improve the College,
- Have a good understanding of the College's offering including academic, co-curricular, external events and be able to advise others about them,
- Develop internal relationships with staff to ensure that colleagues fully understand the College's business strategy,
- Discuss promotional strategy and activities with the Senior Leadership Team and staff of the wider College to ensure a consistent message is being delivered,
- Attend seminars, conferences and networking events in support of continuous professional development

GENERAL:

- Adhere to and ensure compliance with the School's Child Protection Policy at all times. If, in the course of carrying out the duties of the post, the post-holder becomes aware of any actual or potential risk(s) to the safety or welfare of children in the School, these concerns must be reported to the School's Designated Safeguarding Lead or the Head,
- Ensure the provision of a safe and secure working environment, in keeping with legal requirements,
- Comply with the whole School and departmental Health and Safety policies, procedures and risk assessments,
- Actively contribute to the continuous improvement process and the ongoing development of a quality culture, for example, changing behaviour and identifying and implementing improvements to processes and activities and encourage others to do the same.
- To provide cover within the admissions and marketing office for periods of annual leave and/or absence.

The Person

We are seeking a data-driven Marketing and Customer Relationship Manager to shape how we attract, engage, and convert families in an increasingly competitive market. This role offers the opportunity to shape and develop the College's marketing and CRM function, with scope to grow in responsibility as the function evolves. This is a pivotal moment for Dover College as we invest in growth, brand, and digital transformation.

As a strategic thinker with a clear vision, you will bring energy and innovation to the continued development of Dover College's marketing strategy, ensuring it remains ambitious, inclusive, and forward-thinking. An outstanding communicator, you will build strong relationships within the school community and with external partners, serving as a key ambassador for Dover College for third-party clients.

At Dover College, we are deeply committed to student wellbeing, and you will share this dedication.

PERSON SPECIFICATION	
ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • A commitment to promoting and safeguarding the welfare of children • Demonstrated success in managing campaigns and customer databases, ideally in a similar industry. • Strong knowledge of CRM platforms • Ability to interpret customer data, track KPIs (e.g., conversion rates, retention, ROI), and translate insights into actionable strategies. • Experience planning, executing, and optimizing multi-channel marketing campaigns (email, digital, social, etc.) • Skilled in building audience segments and delivering personalized communication strategies. • Strong written and verbal communication for internal collaboration and customer-facing messaging. • Capable of managing multiple campaigns and deadlines effectively. • Understanding of how marketing and CRM activities contribute to revenue growth and business objectives. • Familiarity with data protection regulations such as GDPR and best practices in data handling. 	<ul style="list-style-type: none"> • Advanced analytics skills • Ability to design and optimise end-to-end customer experiences. • Skilled in testing campaigns and improving performance based on results. • Background in the company's sector (e.g., retail, SaaS, finance) is advantageous. • Leadership or team management experience • Ability to align CRM activity with broader content and brand strategy. • Degree in marketing, business, or a related field; professional certifications.

How to Apply

The closing date for applications is **Friday 17 April 2026**.

Interviews with the selection panel will take place on **Tuesday 28 April 2026**.

To apply, please complete an application form along with a covering letter which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria.

Please include the name and contact details of two referees. Referees will normally be approached before the interview.

All candidates are requested to complete an Equal Opportunities Monitoring Form. This can be found at the end of the application process. Any information collected from the Equal Opportunities Monitoring Form will not be used as part of the selection process and will be treated as strictly confidential.

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your sensitive personal data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your application documentation. Following this notice, any inclusion of your sensitive personal data in your CV/application documentation will be understood by us as your expressed consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.



Benefits

Dover College, in partnership with the Employee Benefits Collective and COGS, provides employees with access to a company benefits portal.

The platform not only details the core benefits Dover College provides, but also allows employees to purchase popular voluntary employee benefits, including:

- Electric Vehicle Leasing
- Additional Life Assurance
- Spouse or Partner Life Assurance
- Critical Illness
- CSSC Card (inc English Heritage Membership)
- Cycle Scheme
- Health Cash Plan
- Will Writing
- Technology
- Phones
- Wearables
- Yorktest Wellbeing Tests
- Kids Pass
- Gourmet Society Membership

The school has in place a salary sacrifice scheme for both pension contributions and the purchasing of electric cars, with free parking and electric charging points on site.





