



**DBS**  
Dublin  
Business  
School



# Marketing Manager



## THE ORGANISATION

Founded in 1975, Dublin Business School (DBS), is Ireland's largest independent third-level college and provides a wide range of undergraduate, postgraduate, executive and professional programmes. The College is part of Kaplan Inc., the education division of The Graham Holdings Company and a leading international provider of higher education, professional development and lifelong learning programmes. As part of its continued development, DBS is now seeking an exceptional marketing and communications professional with the creativity and passion to help drive growth and strengthen its brand identity.

## THE ROLE

Reporting to the Director of Marketing & Admissions, this role incorporates full responsibility for the delivery of all aspects of the DBS marketing function. The Marketing Manager will ensure that all aspects of the marketing mix are managed to meet the overall strategic objectives of DBS. The Marketing Manager will carry a high level of day-to-day autonomy in the discharging of their responsibilities.

## THE PERSON

The successful candidate will have at least five years marketing management experience and can demonstrate an impressive track record of achievement in a similar fast paced, dynamic environment. A primary marketing degree or equivalent is essential. Leveraging social media for brand engagement should be second nature. Excellent verbal and written communication skills along with in-depth digital analytics skills are a prerequisite for this role.

This challenging role provides the opportunity to work with one of the world's largest and most diverse education providers. A competitive remuneration package will be offered to the successful candidate.

Further details are available upon request.

To pursue your interest, please email a comprehensive CV and supporting letter to:

Seán McDonagh, Partner, Lansdowne Executive Search.

Email: [sean.mcdonagh@lansdownesearch.ie](mailto:sean.mcdonagh@lansdownesearch.ie)

For a confidential discussion, please contact Seán at +353 (0)87 796 1062

Candidates for this role will be sourced through both advertising and executive search processes.



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