Digital Marketing School

# Digital Marketing School

## Equality, Diversity, and Inclusion (EDI) Policy – V1

April 2025

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## 1- Introduction

The Digital Marketing School (DMS) is dedicated to promoting an environment that respects and value diversity among its staff, students, and visitors. In doing so, DMS is committed to the provision of equal opportunities and eliminating discrimination in all forms.

## 2- Purpose

The Equality Act 2010 places a general duty on public bodies to advance equality of opportunity, foster good relations between people of different protected characteristics (see section four below), and eliminate unlawful discrimination. This policy outlines the DMS approach, structures, and processes in accordance with the Equality Act 2010.

## 3- Scope

This policy applies to all members of the DMS community, including staff, students, contractors, and visitors, and includes all aspects of life at DMS such as; admissions, teaching, learning, research, employment, and services.

## 4- Definitions of protected characteristics

Equality Act 2010 provides a legal framework to protect people from discrimination, harassment and victimisation in the workplace and wider society on the grounds of:

- Age
- Disability
- Gender reassignment (a personal sense of one's own gender; this can correspond to or differ from the sex we are assigned at birth)
- Marriage or civil partnership
- Pregnancy and maternity
- Race (includes race, colour, nationality (including citizenship), ethnic or national origins)
- Religion or belief including philosophical belief and a lack of belief
- Sex
- Sexual orientation

## 5- Roles and Responsibilities

**Board of Governors** is responsible for ensuring the effective implementation of this policy.

**CEO Office** is responsible for development, co-ordination, and dissemination of this policy.

**Head of Audit, Compliance, Legal & Quality Committee, and Directors** are responsible for the implementation of the policy and related procedures including, local action planning and review within their own department.

**HR Committee** monitors that the DMS is fulfilling its obligation.

**Non-academic staff** are responsible for ensuring equality and diversity through their activities and comply with the policy.

**Academic staff** are responsible for ensuring equality, diversity, and inclusion through their teaching, relations with students, and DMS community, in line with this policy. In addition, they must ensure that the teaching materials are free for discrimination in any form, and curriculum covers the knowledge, skills, and values which students need to tackle discrimination.

**Students** are expected to support the DMS in delivering its commitment to equality, diversity, and inclusion, actively challenge discriminatory behaviour, and advocating equitable opportunities for all.

## 6- Policy

DMS aim is to promote equality of opportunity for all, through the following

1. Ensuring that all employees, students, and stakeholders are aware of and have access to EDI policy and procedures.
2. Providing a work environment in which all employees are treated with respect and dignity, and that is free of harassment against individuals because of protected characteristics.
3. Ensuring that the recruitment and admissions processes are fair, transparent, and designed to attract a diverse range of candidates and students.
4. Promoting inclusive teaching practices and encourage research that reflects diverse perspectives.
5. Ensuring that all contractors and service providers operating on behalf of the DMS are aware of this policy and are expected to adhere to it
6. Ensuring that EDI issues are proactively considered as a part of day to day operations including internal and external communication and in collaboration with key stakeholders.
7. Enable those with and without protected characteristics to have equal opportunities to excel in their studies and careers.
8. Ensuring Reasonable Adjustments are made for students and staff, in accordance with the requirements of the Equality Act 2010 and in line with the DMS's Reasonable Adjustments Procedures.
9. Providing accessible support services for addressing the diverse needs of DMS community.
10. Promoting the use of inclusive and gender-neutral language.
11. Operating an effective data monitoring and analysis process including; enrollment data, student progression data, and staff data.
12. Involving DMS communities in the development and delivery of our EDI.
13. Ensuring the provision training for all managers and staff who participate in recruitment and admission processes, including provision of mandatory EDI training for all staff and students to promote awareness and understanding.
14. Ensuring that all existing staff and students, as well as those who seek to apply to work and study with DMS are treated fairly and are judged purely on merit and by reference to their skills, qualification, and abilities.
15. Ensuring that staff and students are provided with and have access to appropriate EDI related forums and committees.
16. Avoiding unlawful discrimination in all aspects of employment, including recruitment and selection, promotion, transfer, opportunities for training, pay and benefits, other terms of employment, discipline, and selection for redundancy and dismissal.

17. DMS will not condone any form of harassment by employees or outside third parties who do business with the DMS including; visitors, clients, customers, contractors, and suppliers.
18. Support early and informal resolution of issues and concerns.
19. Ensure reasonable action for eliminating indirect discrimination in all aspects of DMS operations.

## 7- Reporting and Complaints

DMS treat any form of harassment, bullying, and victimisation very seriously and any member of the DMS community who experiences or witnesses discrimination, harassment, or any breach of this policy is encouraged to report their concerns to the Head of Human Resources as soon as possible. DMS deals with complaints fairly and as promptly as possible

Any employee or student found to have committed an unlawful discrimination or harassment will be subject to the relevant DMS disciplinary procedures. Where any visitor, contractors, or service provider is involved in discrimination or harassment, appropriate action will be initiated where possible.

## 8- Maintenance and Review

DMS review this policy annually and when necessary in light of relevant legislation and good practice.

## 9- Version Control

| Version No | Date | Reason for change | Next Review |
|---|---|---|---|
| V1 | | Creation and approval by the Academic Board | |
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