



WELLINGTON  
COLLEGE  
EDUCATION

# Job Description

## Director of Marketing

### ABOUT US

#### We are Learners, Connectors and Changemakers

At Wellington College Education (China), we offer a pioneering education to serve and help shape a better world. We inspire our children to be the best version of themselves, to take pride in where they come from and to be the change they wish to see in the world.

#### **The Wellington College, United Kingdom (TWC)**

Wellington College in England was founded by Queen Victoria in 1859 as a national monument to Britain's most renowned military figure, the Duke of Wellington. Over 160 years later, the College is one of the most respected schools in the United Kingdom and one of its greatest educational institutions – pioneering, innovating, and transforming education for girls and boys.

#### **Wellington College Education (China) (WCEC)**

Wellington College Education (China) is part of Wellington College Education, a global network of schools united by a 160-year history of excellence with roots in the UK. We operate premium international schools under the Wellington brand and bilingual schools under the Hiba brand. We currently have six campuses in four cities in China, including Tianjin, Shanghai, Hangzhou and Nantong, with a school soon to open in San Francisco as well. Together, our schools serve more than 5,000 pupils.

Kindness Responsibility Respect Courage Integrity

Guided by a shared vision of pioneering education to serve and help shape a better world, we are an inclusive community of unique individuals with passion, integrity and a commitment to our pupils and each other. Grounded in our five core values, we are a workplace where ideas are realised, bonds are forged and futures can be shaped together as one team, one family.

### **WCEC Central Office**

To support our schools in achieving excellence, a group of senior leaders in the Central Office set standards and strengthen operations. The Central Office provides expertise in human resources, finance, legal, marketing, facilities, academics and more. It provides support for schools within the organisation while leading new projects in China and beyond, from the design to curriculum development to pre-opening, the team plays a vital role across the organisation.

### **Working for Wellington College Education (China)**

WCEC is an inclusive community of unique individuals with passion, integrity and a commitment to each other. Grounded in the Wellington Values, we are a workplace where ideas are realised, bonds are forged and futures can be shaped together.

We empower our employees to grow, with a confidence that inspires our colleagues, opens new opportunities and adds real value to everything we do.

At Wellington, we are our people, and we pride ourselves on the care and opportunities we provide to our employees. Over 50% of our most senior leaders are promoted internally. We offer an exceptional range of learning and development opportunities. These include our internal and external coaching programmes, the WCEC High Potential Leadership Programme and a wide range of academic and non-academic training courses designed to take employees through to middle leadership, senior leadership and beyond. To view our full directory of learning and development opportunities, please see the [WCEC Course Directory](#).

Wellington College Education (China) has been awarded the HR Asia 'Best Companies to Work for in Asia' Award for 6 years running.



Premium schools with small class sizes and generous non-contact time



Personalised professional development pathways



Named one of HR Asia's 'Best Companies to Work for in Asia' 2020-2025



Generous salary and benefits

# Role Description

## **JOB TITLE**

Director of Marketing

## **DEPARTMENT**

Marketing

## **LOCATION**

Shanghai

## **SUPERVISOR**

Master

## **OBJECTIVES**

The Director of Marketing will lead the strategic development and execution of marketing initiatives to strengthen Wellington College International Shanghai's position as a premier British international school in Shanghai and China. This role drives brand visibility, lead generation, and enrolment growth through innovative, data-driven strategies, ensuring alignment with the school's mission and long-term objectives.

## KEY RESPONSIBILITIES

### Strategic Leadership & Planning

- Develop and execute a strategic marketing plan aligned with enrolment targets and brand positioning.
- Own and manage the marketing budget, ensuring cost-effective allocation and measurable ROI.
- Analyse market trends and competitor strategies to identify opportunities for growth and improvement.
- Ensure compliance with Wellington College Education global brand standards while tailoring messaging for the local market.

### Team Leadership & Collaboration

- Lead and mentor the marketing team, fostering a culture of creativity, accountability, and continuous improvement.
- Collaborate closely with Admissions to design integrated campaigns that convert leads into enrolments.
- Collaborate with cross-functional teams to produce engaging content and promotional materials that align with our educational goals.
- Lead the event and business development team to oversee all college events—from strategic planning to execution—and drive Wellington's "community hub" vision by forging external partnerships and managing campus collaborations.

### Marketing Execution & Brand Management

- Manage marketing campaigns across various platforms, including digital, print, and social media.
- Drive digital transformation in marketing, leveraging analytics, SEO/SEM, and social media to optimize performance.
- Represent the school at key events and act as a brand ambassador in the community.
- Maintain relationships with external media partners and marketing agencies to optimise marketing efforts.

### Performance Measurement & Reporting

- Monitor and report on the effectiveness of marketing initiatives, providing insights and recommendations for improvement.

## **BEHAVIOURS: LEADERS AS CHANGEMAKERS**

### **Key Leadership Mindset:**

- "Big Picture" Thinking – Balancing day-to-day operations with long-term strategic goals.
- Servant Leadership – Supporting teachers and staff throughout the College to reduce their administrative burden.
- Growth Mindset – Continuously seeking better ways to use data for school improvement.
- Mentoring and coaching - support the administrative team in upskilling to fulfil roles and career aspirations

## **BASIC QUALIFICATION**

### **Education:**

Bachelor's degree in marketing, Business, Communications, or a related field.

### **Working experience:**

A minimum of 10 years' experience in developing and executing marketing strategies

## **PREFERRED APTITUDES**

- Proven leadership experience in managing teams and agencies.
- Strong proficiency in digital marketing tools and platforms.
- Outstanding communication, leadership, and organisational abilities.
- Excellent analytical skills with the ability to interpret data and translate insights into actionable strategies.
- Experience in premium education, hospitality, or luxury sectors is highly desirable.
- Proven ability to collaborate effectively with teams and manage multiple projects concurrently.
- Excellent critical thinking and problem-solving skills, with keen attention to detail.
- Fluency in English; Mandarin proficiency is a plus

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As an employer of choice, Wellington College Education (China) is committed to making professional learning and personal development central to its ethos and approach. WCEC fully recognises its responsibilities for safeguarding children. Our safeguarding policy applies to all staff, governors and volunteers working in the Group.

**Be You.**  
**Be The Difference**