

Job Title	: Group Director of Marketing and Admissions
Location	: Jakarta, Indonesia (with regional remit across Indonesia, Singapore and Malaysia)
Reports To	: CEO, WCESG
Direct Reports	: Senior Marketing Manager; Admissions Manager
Future Regional Reporting	: Marketing and Admissions teams in Singapore and Malaysia (as established)
Position Type	: Full-Time

Role Summary

The Group Director of Marketing and Admissions will lead the strategic growth of Wellington College's footprint across Southeast Asia, with primary responsibility for Jakarta and future oversight of Singapore and Malaysia.

This senior leadership role will shape the brand narrative, drive student enrolment growth, and position Wellington College as the leading premium British international education brand in the region. The postholder will serve as a senior ambassador to high-net-worth families, corporate partners, and global Wellington stakeholders, ensuring admissions pipelines align with the Group's long-term strategic and financial objectives.

Key Responsibilities

1. Group Marketing Strategy and Brand Leadership

- Develop and execute a multi-year regional marketing strategy for Wellington College across Indonesia, Singapore, and Malaysia.
- Safeguard and elevate the Wellington brand, ensuring alignment with Wellington College UK and global Wellington standards.
- Oversee brand positioning, messaging, visual identity, and tone across all markets and channels.
- Lead regional campaign planning across digital, print, PR, partnerships, and premium experiential events (e.g., Founding Families, ambassador receptions, corporate salons).
- Work closely with Heads of School and Wellington UK to ensure consistent articulation of Wellington's educational philosophy and brand story.

2. Admissions Strategy and Enrolment Growth

- Design and implement a robust regional admissions strategy to meet enrolment and revenue targets.
- Lead admissions funnel design, including lead generation, parent engagement, conversion, and retention.
- Oversee admissions policies, processes, CRM systems, and reporting dashboards.
- Personally engage with high-net-worth and VIP families to drive conversion in premium segments.

- Train and mentor admissions teams in consultative sales, premium positioning, and relationship management with parents.

3. Leadership and Team Management

- Directly manage the Senior Marketing Manager and Admissions Manager in Jakarta.
- Provide functional leadership to future marketing and admissions teams in Singapore and Malaysia as they are established.
- Build, structure, and scale high-performing marketing and admissions teams across three countries.
- Set KPIs, budgets, and performance frameworks; conduct regular reviews and capability development.
- Foster a customer-centric culture focused on excellence, responsiveness, and premium service delivery.

4. Stakeholder Engagement and Partnerships

- Act as a senior external ambassador for Wellington College in Southeast Asia.
- Develop strategic partnerships with corporates, embassies, residential developers, banks, and premium lifestyle brands.
- Collaborate closely with Wellington College UK, the Wellington College International network, and academic leadership on brand and admissions alignment.

5. Data, Financial and Strategic Planning

- Align enrolment projections with financial models and campus development phases in partnership with Finance and Group Leadership.
- Monitor marketing ROI, cost per lead, conversion ratios, and lifetime student value metrics.
- Provide quarterly board-level reporting and strategic recommendations on market positioning and growth opportunities.

Person Specification

Essential Experience

- Minimum 12–15 years of senior marketing and/or admissions leadership experience, preferably within:
 - Premium international schools or education groups
 - Luxury consumer brands, private education, or premium service industries
- Proven track record in driving enrolment growth and premium brand positioning in competitive markets.
- Experience leading multi-market or regional teams within matrix structures.
- Demonstrated success engaging high-net-worth parents and corporate partners in consultative, relationship-driven sales environments.

Skills and Competencies

- Fluent, professional spoken and written English (native or near-native proficiency required).
- Exceptional presentation, public speaking, and persuasive communication skills with senior parents and stakeholders.
- Strong commercial and financial acumen with the ability to link marketing strategy to enrolment and revenue outcomes.
- Strategic thinker with hands-on execution capability.
- Leadership presence and gravitas suitable for a flagship premium education brand.
- Data-driven, with experience using CRM systems, marketing analytics, and performance dashboards.
- Strong people management skills

Preferred (but not essential)

- Experience in British curriculum international schools (British National Curriculum, IGCSE, A Levels, IB within British-style schools).
- Experience in Southeast Asia markets or comparable premium education markets.
- Exposure to global education brands or franchised international school networks.
- Master's degree in marketing, Business, Education Leadership, or related field.

Personal Attributes

- Professional, confident, and culturally adept with high emotional intelligence.
- Comfortable engaging UHNW families, corporate executives, diplomats, and global education leaders.
- Values-driven and aligned with Wellington's ethos of Courage, Respect, Integrity, Kindness, and Responsibility.
- Entrepreneurial, resilient, and comfortable in fast-growth, start-up-like environments.

Compensation

- Competitive executive remuneration package with performance-linked incentives tied to enrolment growth and brand KPIs.

Group Director of Marketing and Admissions (Based in Jakarta)

Wellington College is seeking a senior commercial leader to drive marketing strategy and enrolment growth across Southeast Asia, based in Jakarta with future oversight of Singapore and Malaysia.

This role will lead regional brand strategy, admissions growth, and premium parent (VIP and Expat Parents) engagement for one of the world's most prestigious British education brands. You will

manage senior marketing and admissions leaders, engage UHNW families and corporate partners, and work closely with Wellington College UK and Group leadership.

Key Requirements:

- 12+ years senior marketing/admissions leadership experience
- Proven enrolment growth or premium brand commercial track record
- Exceptional spoken and written English
- Strong presentation and consultative sales capability with parents
- Experience in international education or premium brands preferred

This is a rare opportunity to shape the flagship British education brand in Southeast Asia.