



WELLINGTON
COLLEGE
EDUCATION

Job Description

Business Development Manager

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 [Course Directory 2025-26.pdf](#).

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

Business Development Manager

DEPARTMENT

Non-Academic

LOCATION

Shanghai

SUPERVISOR

Director of Marketing

Role Purpose

The Business Development Manager is accountable for rebuilding and diversifying WCIS's leads-to-enquiries pipeline by generating incremental, high-quality qualified leads and enquiries through strategic partnerships and B2B development.

Sitting within the Marketing function, this role focuses on upper-funnel expansion, lead quality, and cost efficiency, complementing paid and organic marketing channels. The role supports Admissions by delivering well-profiled, conversion-ready enquiries, with success measured by the volume, quality, and efficiency of qualified leads generated, particularly among expat and internationally mobile families.

KEY RESPONSIBILITIES

1. Business Development & Partnerships

- Develop and execute a clear, measurable business development plan aligned with school level marketing objectives-
- Identify, evaluate, and onboard strategic partners aligned with WCIS's brand positioning and target family profile, with explicit consideration of lead quality, scalability, and conversion potential.
- Structure partnerships with clear value exchange, defined outputs, and performance expectations.
- Regularly review partnership performance and reallocate resources toward highest ROI- channels.
- Build long-term, trust-based relationships that consistently generate qualified enquiries and strengthen brand advocacy.

2. Lead Generation Programmes & Activation

- Plan and deliver targeted BD led- initiatives (on campus and off- campus-) to drive enquiry generation.
- Represent WCIS at external community events, corporate engagements, and partner activities to strengthen market presence and prospect access.
- Support the development of a strong WCIS partner and community network that drives word of mouth referrals.
- Design and execute BD led- activities that convert awareness into enquiries, including:
 - Targeted workshops and briefings
 - Campus tours and class experience sessions
 - Co-hosted events with partners and corporates
- Ensure all BD activities are conversion -oriented, with clear next steps into the admissions funnel.

3. Cross Functional- Collaboration

- Work closely with Marketing and Admissions to ensure clear lead handover, follow-up, and alignment on target profiles.
- Partner with Content Marketing to ensure BD initiatives are supported by clear messaging, appropriate materials, and consistent brand positioning.
- Results-oriented team player.

4. Reporting & Performance Tracking

- Track and report on BD performance against agreed Marketing KPIs.
- Use data and insights to continuously refine BD strategy, prioritisation, and resource allocation.

Success Metrics

Success in this role will be measured by:

- Number and quality of active BD partnerships established and maintained
- Frequency and effectiveness of BD led- workshops, events, and campus experiences
- Volume and quality of qualified leads and enquiries generated through BD channels
- Cost efficiency compared to paid media and traditional marketing spend
- Contribution of BD generated- leads to the admissions pipeline
- Strength, sustainability, and repeatability of partner-led lead sources

BASIC QUALIFICATION

Language: Fluent in English; Mandarin proficiency highly desirable

Experience & Skills

- 8+ years' proven experience in business development, partnerships, or B2B marketing, preferably within education, premium services, or international brands
- Strong relationship building- and stakeholder management capability
- Experience working with chambers, corporates, agencies, and community organisations
- Event planning and execution experience is a plus
- Commercially minded, with a clear understanding of lead funnels, enquiry quality, and conversion pathways

Personal Attributes

- Proactive, self-driven, and highly relationship-oriented
- Confident communicator with strong presentation and representation skills
- Comfortable working cross-functionally and influencing without direct authority
- Strong alignment with Wellington values and premium brand ethos

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