



WELLINGTON
COLLEGE
EDUCATION

Job Description

Video Producer

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

Video Producer

DEPARTMENT

Marketing

LOCATION

Shanghai

LINE MANAGEMENT

Communication Manager

KEY RESPONSIBILITIES

End to End Video Production Ownership

- Own the full video production lifecycle, including concept development, scripting/storyboarding, filming, editing, post - production, and final delivery.
- Translate communication objectives and briefs into compelling video concepts and visual narratives.
- Independently manage production timelines to ensure videos are delivered on time and to agreed standards.

Filming & Post-Production

- Carry out on site filming across campus, classrooms, events, and activities, ensuring safeguarding and school protocols are followed.
- Edit video content to a high production standard, including colour grading, sound optimisation, subtitling, and formatting.
- Ensure consistency with WCIS brand guidelines, tone of voice, and visual identity.

Content Collaboration & Stakeholder Support

- Work closely with the Communication Manager to align video output with the broader communications and marketing plan.

- Collaborate with Admissions and Academic teams to support campaigns, Open Days, pathway initiatives, and key school events.
- Advise internal stakeholders on video approaches, formats, and feasibility where needed.

Multi-Platform Delivery & Optimisation

- Adapt and optimise video content for different platforms and use cases, including website, social media (e.g. WeChat, Video Account, Xiaohongshu), presentations, and internal communications.
- Ensure videos meet platform specific best practices in format, length, aspect ratio, and captions.
- Support basic performance review of video content (e.g. engagement, views) and refine future outputs accordingly.

Asset, Equipment & Process Management

- Maintain an organised archive of video footage and final assets.
- Manage video equipment responsibly and ensure good production standards.
- Continuously refine and streamline video production workflows to improve efficiency and quality.
- Manage and coordinate third-party video and photography vendors to ensure high-quality, on-brand delivery.

Others and Photography

- Undertake other related duties as required by the Communication Manager and Marketing Head.
- Manage a year-on-year photograph database to ensure easy access to internal teams.
- Create dedicated photos to facilitate the annual content roadmap.

PERSON SPECIFICATION

Essential

- Demonstrated ability to manage end-to-end video production independently.
- Strong filming and editing skills with a high standard of visual storytelling.
- Excellent attention to detail, with the ability to handle multiple projects simultaneously.
- Proactive, reliable, and comfortable working in a dynamic school.
- Strong collaboration and communication skills.
- Alignment with WCIS values and commitment to high-quality education.

Desirable

- Experience producing video content within an education or school setting.
- Familiarity with parent-facing and recruitment-focused communications.
- Awareness of social-first video trends and formats.

Education & Experience

- Bachelor's degree or above in media, communications, film, journalism, or a related field.
- 4 years' relevant experience in end-to-end video production.
- Proficiency with video editing software such as Adobe Premiere Pro, Final Cut Pro, or DaVinci Resolve.
- Ability to work in both English and Chinese.
- Experience with AI-assisted tools for video production and post-production is a plus.

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