



上海浦东新区民办惠立学校  
Hiba Academy Shanghai  
Wellington College Education

# Job Description

## Marketing Project 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 (WCEC) was established in 2009 and is the exclusive partner of The Wellington College (TWC) in China. WCEC has established three premium international schools under the Wellington brand, three private Hiba Academies and four nurseries in Tianjin, Shanghai, Hangzhou and Nantong. Wellington International schools teach a curriculum based on the English National Curriculum, while Hiba Academies combine the best of the British and Chinese education systems for Chinese pupils aged 2–18. Together our schools serve more than 5,000 pupils and employ over 1,200 staff, of whom approximately 60% are Chinese. Over the past 14 years, WCEC has accumulated a wealth of experience in school establishment, campus construction, operation and management, talent development, curriculum design and teaching provision.

Kindness Responsibility Respect Courage Integrity

## **School Introduction**

Wellington College Education China is a partner of Wellington College in England. It has three schools in Shanghai, all close to each other, not far from the heart of this exciting, international city. Our schools provide an outstanding education for more than 5,000 local and international pupils aged between 2 and 18. Wellington College Education China are also winners of the HR Asia Best Employers to work for Award, .2020, 2021, 2022, 2023, 2024 and 2025.

Hiba Academy Shanghai is Wellington's bilingual school for Chinese pupils, which opened in August 2018. There are now more than 1,400 pupils in Hiba Academy Shanghai (Early Years 1-4 and Grades 1-12). The school is offering bespoke integrated curriculum for G6-10 and the IBDP to help pupils apply to overseas universities.

We are dedicated to connecting the educational excellence of the East and West to create a pupil-centric, bilingual and bicultural learning experience. We are committed to inspiring our pupils 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. This approach is based on a model that establishes a strong understanding of the rich and deep heritage and culture of China and being Chinese, while also establishing the values, aptitudes and knowledge needed to be an effective global citizen. We aim to prepare pupils for success during and after life at the school.

Within a culture of shared vision, mutual respect, connection and belonging, open communication and inclusive practice, the teacher will form an integral part of a close team who aspire to continually develop and evolve in their personal and professional development. Half of our teachers join us from abroad and half are Chinese nationals already living in China. It is our desire to instil in every pupil our five core values: courage, integrity, respect, kindness, and responsibility.

Wellington College Education China Schools are committed to safeguarding and promoting the welfare of children. Assessment and testing of applicants' suitability to work with children is an integral part of the selection process.



## 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, and over 70% are female. 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.



小班化授课、  
合理分配时间的优质学校  
Premium school with small  
class sizes and generous  
non-contact time



个性化的  
职业发展  
Personalised professional  
development pathways



HR Asia 2020 至 2022  
“亚洲最佳企业雇主”  
HR Asia's best company  
to work for in Asia 2020 -2022



富有竞争力的  
薪酬福利  
Competitive salary  
and benefits

# Role Description

## **JOB TITLE**

Marketing Project Manager

## **DEPARTMENT**

Marketing

## **LOCATION**

Shanghai

## **LINE MANAGEMENT**

Director of Marketing and Advancement

## **OBJECTIVES**

The Marketing Project Manager will be a key member of the HAS Marketing and Advancement Department, reporting directly to the Director of Marketing and Advancement (DAM). The postholder supports the DAM in delivering the school's marketing and admissions objectives while carrying out a dedicated mandate for group-facing support to sister schools and new projects.

The role has a dual mandate:

1. Within HAS: Support the DAM in the execution of marketing strategies, campaign management, content development, and admissions-related marketing activities, working collaboratively with the wider marketing team.
2. Group-facing: Provide dedicated, systematic support to sister schools and new projects (both domestically and internationally) in areas such as annual marketing planning, channel strategy, content guidance and admissions sales training.

The Marketing Project Manager will work closely with the DAM to ensure that group-facing support is delivered as a departmental capability, drawing on the expertise of the wider HAS marketing team, rather than as the work of a single individual.

The role is designed as a deliberate leadership incubation opportunity, preparing the incumbent for future marketing leadership roles within the group (e.g., Marketing Manager, DAM at HAS or a sister school, or group-level marketing leadership).

The Marketing Project Manager must be willing and able to travel domestically and internationally as required to support sister schools and new projects.

## KEY RESPONSIBILITIES

### Strategic Marketing Support within Hiba Academy Shanghai (HAS)

- Support the DAM in the development and execution of HAS's annual marketing strategic plan, ensuring alignment with enrolment targets and brand positioning.
- Contribute to market research and competitor analysis to identify opportunities for growth and improvement.
- Ensure all marketing materials and campaigns are consistent with the Hiba brand identity and values.
- Support the DAM in representing the school at key events and acting as a brand ambassador in the community.
- Support internal and external branding events as needed, liaising with academic and non-academic teams to ensure a "whole school" approach.

### Group-Facing Responsibilities

#### Pillar 1: Support for Overseas Projects (Founding Stage)

- Annual Marketing Strategic Plan: Lead the development of market-entry and annual marketing plans for new school projects, in close collaboration with the DAM and local project leads.
- Marketing Channel Identification: Research and recommend high-impact marketing channels for new markets; guide local marketing teams on channel strategy.
- Content Development Guidance: Work with project marketing teams to ensure brand-aligned, market-relevant content development.
- Admissions Sales Training: Develop and deliver training modules for admissions teams in founding-stage schools, covering sales processes, parent engagement, and conversion strategies.

#### Pillar 2: Support for Sister Schools

- Annual Marketing Plan: Collaborate with sister school leadership to develop comprehensive annual marketing and admissions plans, aligned with group brand standards and local market realities.

- **Strategic Planning Documents:** Lead the creation of reusable frameworks, such as communication scripts, admissions sales tools, and brand guidelines, which sister schools can adapt.
- **Performance Monitoring:** Work with the DAM to establish clear reporting mechanisms that track progress and provide support to sister schools on marketing and admissions initiatives, while ensuring alignment with academic messaging (coordinated with HAS academic team).

### Pillar 3: Group-Level Brand Strategy & Succession

- **Hiba Branding Strategy:** Support the DAM in developing a cohesive brand strategy for all Hiba sister schools, ensuring consistency while allowing for local differentiation.
- **Successor Development:** Serve as a potential successor for the DAM or group-level marketing leadership roles, with structured development opportunities and mentorship.
- **Group-Level Collaboration:** Participate in cross-school marketing working groups, sharing best practices and identifying opportunities for centralized efficiency.

### **Team Collaboration**

- Work collaboratively with the wider HAS marketing and admissions team, fostering a culture of creativity, accountability, and continuous improvement.
- Support the DAM in training and developing team members, contributing to a high-performance culture.
- Develop and maintain positive relationships with the DAMs and marketing leads at sister schools, sharing best practices and promoting collaboration across the group.

### **Performance Measurement & Reporting**

- Monitor and report on the effectiveness of marketing initiatives (both HAS and group-facing), providing insights and recommendations for improvement.
- Track and report on group-facing KPIs, including project milestones, sister school satisfaction, and talent development progress.
- Prepare bi-annual reports for group leadership on group-facing activities, impact metrics, and succession readiness.

## **Other Duties**

- Undertake other professional duties as reasonably delegated by the Director of Marketing and Advancement.
- Be willing and able to travel domestically and internationally as required to support sister schools and new projects.

## **BASIC QUALIFICATION**

- Education: Bachelor's degree or above in Marketing, Business, Communications, or a related field (overseas education background is preferred)
- Language: Native or professional fluency in both Chinese and English (written and spoken)
- Work Experience: Minimum 5–8 years in marketing, preferably in premium service sectors (education, luxury, or MNC environment)
- Management Experience: Experience in managing projects or coordinating across multiple teams; formal line management experience is not required but is an advantage
- Multi-Market Experience: Experience with multi-market or multi-site operations is strongly preferred

All staff are expected to uphold the school's values by:

- Safeguarding and promoting the welfare of children
- Supporting and promoting the school's culture, reputation, and strategic objectives
- Complying with the school's Code of Conduct and other policy and regulatory requirements
- Building relationships with students, staff, and parents based on respect, trust, and shared purpose
- Behaving ethically and with appropriate confidentiality and sensitivity
- Modelling punctuality and adherence to organisational deadlines
- Supporting the Hiba Academy Values

## **Additional Expertise:**

- Experience in integrated campaign management across multiple channels
- Strong proficiency in marketing tools and platforms
- Understanding of the education sector is preferred but not essential

## Preferred Aptitudes

- Excellent communication and interpersonal skills, with proven ability to communicate effectively across different cultures
- Strong strategic thinking and planning abilities, with attention to detail
- Proven ability to work with metrics, numbers, and trends, and develop recommendations for action based on data analysis
- Personal integrity, accountability, and credibility
- Strong mindset for continuous improvement to meet or exceed expectations
- Commitment to quality and attention to detail
- Strong project management skills, with ability to manage multiple projects concurrently
- Team player with ability to coordinate across multiple teams
- Resilience, energy, and a strong work ethic
- Willingness to travel domestically and internationally on a regular basis to provide on-ground support for group initiatives
- Warm personality and ability to represent the school positively in the community

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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.

从心, 致远。 **Be You. Be More.**