



WELLINGTON COLLEGE  
HANGZHOU

# Job Description

## Senior Video Production Officer

### ABOUT US

#### **We are Learners, Connectors and Changemakers**

At Wellington College 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 China (WCC)**

Wellington College 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.

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.

**Kindness Responsibility Respect Courage Integrity**

## **School introduction**

The Wellington College Hangzhou campus opened in 2018, showcasing a world-class modern facility, educating pupils from age 2 – 18 years old. Our campus is home to three schools, creating a large and caring community which harnesses the diversity of both East and West cultures. Our schools are aligned using traditional Wellington Values to provide an education with academic excellence at its heart, complemented by the best pastoral care and a wide breadth of co-curricular opportunity.

Hiba Academy Hangzhou (Nursery) provides a bilingual Early Years learning environment, developing strong language and communication skills through internationally proven play-based activities.

Wellington College International Hangzhou consists of Primary and Senior Schools offering a uniquely British style curriculum delivering a world-class international education for children of expatriate families.

Hiba Academy Hangzhou is comprised of Primary and Senior Schools, bringing together the very best of Chinese and British education delivered through a bespoke bilingual learning environment.

Pupils from both the Senior Schools study IGCSE courses, which are globally renowned for quality, rigour and dependability.

Wellington College Hangzhou Sixth Form (WCCH SF) then offers a comprehensive A Level programme, Extended Project Qualification and individual career guidance resulting in a strong pathway to attend the best universities in the UK, USA and worldwide.

## Working for Wellington College China

WCC 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 WCC 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 [WCC Course Directory](#).

Wellington College China has been awarded the HR Asia "Best Companies to Work For in Asia" award for four consecutive years, from 2020 to 2025.



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



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Personalised professional development pathways



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HR Asia's best company to work for in Asia 2020-2023



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Generous salary and benefits

# Role Description

## **JOB TITLE**

Senior Video Production Officer

## **DEPARTMENT**

Non - Academic

## **LOCATION**

Hangzhou

## **LINE MANAGEMENT**

Assistant Marketing Manager

## **OBJECTIVES**

Reporting to the Marketing Manager and Director of Marketing and Admissions, the Senior Video Production Officer is responsible for the videography, video editing, and live stream management for Wellington College Education (China) - Hangzhou, ensuring that all visual materials uphold the brand standards and visual identity of Wellington College.

Concurrently, the post-holder must actively track and leverage current social media content trends to drive creative content generation for the school's official social media accounts. This role also requires strong digital marketing awareness, assisting the line manager in compiling, analyzing, and reporting social media performance data to optimize content engagement.

The professional image and conduct of this person is crucial in emulating the ethos of the setting. The Senior Video Production Officer must operate in a timely, determined and effective manner at all times. Autonomous, dedicated, determined and professional behavior will be key features of the post-holder's practice. The post holder must be able to communicate effectively with team members and external stakeholders involved in the functions of Wellington College Education (China) - Hangzhou.

## KEY RESPONSIBILITIES

- Understand brand standards, manage the short video and live stream tasks in the college, conduct quality control of the video content, breakdown tasks and supervise the implementation. Stay highly sensitive to the latest social media algorithms, formats, and viral trends to continuously innovate content delivery.
- Assist the Marketing Manager and Director of Admissions and Marketing in developing and implementing a short-video and social media content strategy tailored to the education field and school characteristics, driving consistent organic growth and community engagement across school channels.
- Understand audio-visual language, cooperate with the school marketing team to complete the organisation of video material, participate in the production of creative scripts or content, cooperate with the director of marketing and admissions for video ideas, and able to make reasonable suggestions on camera articulation, rhythm, music, etc.
- Provide post-editing technical support for short videos to ensure that it is completed successfully and on time.
- Provide training for team members on relevant filming and editing techniques, allocate filming and editing tasks rationally, and ensure that the produced final videos meet the requirements.
- Assist the Director of Marketing and Admissions in setting up the school's live streaming platform and provide the necessary technical support.
- Manage the school's social media and live stream accounts on various platforms like WeChat Channel, Red (Xiaohongshu), and Douyin, taking ownership of the end-to-end content publishing workflow.
- Track, gather, and analyze social media operational metrics (e.g., views, engagement rates, follower growth, conversion metrics) on a regular basis, providing data-driven reports and insights to assist the line manager in optimizing digital marketing campaigns.
- Collect, consolidate, and analyze data from the school's digital marketing campaigns and online advertisements (e.g., paid ads on WeChat, Douyin, search engines, etc.), tracking key performance indicators (KPIs) such as CPL, CPE, and conversion rates to evaluate ROI and provide optimization recommendations.
- Support other works of the Marketing and Admissions team.

## BASIC QUALIFICATION

- Bachelor's degree in marketing, journalism, film and video editing, digital media, and other related majors
- CET band 6, able to communicate in English for daily work

## EXPERIENCE

Minimum 3 years' experience in video editing

## REQUIREMENTS

- Proficiency in using professional video editing software (such as Final Cut Pro, Premiere, DaVinci Resolve or CapCut etc.) or other video-editing-related software.
- Proficiency in or active adoption of mainstream AI tools (such as ChatGPT, Midjourney, AI video/audio editing software, etc.) to optimize content ideation, scriptwriting, storyboard planning, and visual production, effectively enhancing workflow efficiency.
- Deep experience in working with short video platforms or live streaming platforms is preferred. Must possess a keen sense of trending topics, viral logic, and audience psychology on platforms like WeChat Channel, RED, and Douyin.
- Has excellent creative ideas, flexible writing style and thinking, loves short video field, and has some design and image processing skills. Proven ability to translate brand messages into engaging, platform-native social content.
- Strong digital marketing and data analysis mindset. Ability to independently operate content, plan, execute, evaluate, and extract practical insights from social media backend data to continuously improve video and account performance.
- Rich experience in live stream on different social media platforms, have the knowledge to set up the live stream system and equipment in our school.
- A team player capable of communicating with related personnel to realise visual effects and ensure that the videos are uploaded properly and that the project is followed up with quality.

## PREFERRED APTITUDES

- Be creative, with a keen eye for detail
- Have excellent technical and photographic skills
- Have good communication and people skills

As an employer of choice, Wellington College China is committed to making professional learning and personal development central to its ethos and approach. WCC 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**