WELLINGTON COLLEGE
HANGZHOU

Job Description

Head of Marketing

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.

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

Personalised professional development pathways

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

Generous salary and benefits

Role Description

JOB TITLE

Head of Marketing

DEPARTMENT

Non - Academic

LOCATION

Hangzhou

LINE MANAGEMENT

Director of Admissions and Marketing

OBJECTIVES

The Head of Marketing plays a critical role in leading, coaching, and guiding the team responsible for planning, executing, and evaluating all aspects of the Wellington College Education (China) Hangzhou marketing strategy. The primary focus of this role is to design and implement integrated marketing campaigns that build a compelling brand presence, increase brand awareness, drive qualified enquiries, nurture prospective families through the admissions funnel, and ultimately achieve enrolment targets.

Reporting to the Director of Marketing & Admissions, the Head of Marketing will assist in the strategic development of the marketing plan for Wellington College Education (China) Hangzhou and implement initiatives with measurable results.

KEY RESPONSIBILITIES

Strategy & Planning

- Assist the Director of Marketing & Admissions in the strategic development of the annual marketing plan aligned with enrolment targets and the school calendar
- Own brand positioning, messaging, and content strategy across all audiences (local Chinese families, expatriate families, and key stakeholders)
- Manage the marketing budget and monthly performance reporting
- Conduct market analysis to identify trends, opportunities, and competitive positioning, ensuring marketing strategies align with the needs of the target audience
- Develop holistic annual content plans and marketing campaigns to position Wellington College Education (China) Hangzhou as the ultra-premium brand of bilingual and international education in Hangzhou and Zhejiang province

Brand & Communications

- Implement the communication and marketing strategy in collaboration with the academic team and Central Office
- Strengthen and maintain the school's brand identity, ensuring consistency across all marketing materials and communications
- Ensure brand consistency across signage, prospectuses, and all printed materials
- Create and develop marketing collaterals and merchandises to support admission enrolment and school operations

Digital Marketing & Content

- Manage and update content on school websites to generate traffic and enquiries to achieve admissions enrolment targets
- Manage regular content production, including copywriting and short videos, through Wellington College Education (China) Hangzhou social media accounts (WeChat Official Account, WeChat Channel, Red, Douyin, Facebook, Instagram and LinkedIn) to build brand awareness and increase enrolment numbers
- Develop and implement digital marketing strategies, including social media campaigns and online advertising, to drive engagement and enrolment
- Manage website, SEO, GEO, AIO, blog, and landing pages; ensure accurate and up-to-date information
- Run paid media campaigns and track performance metrics
- Oversee social media calendars, community engagement, and reputation management

Events & Community Engagement

- Coordinate and help organise events for marketing and admissions on and off campus, including but not limited to school open days (offline and online), educational exhibitions, and partner events to build brand awareness and increase enrolment numbers
- Plan, organise, and execute engaging events that showcase the school's programmes and culture, attracting prospective students and families
- Harness good relationships with media (printing, website portals, social media), community partners, and the Wellington College Education (China) Hangzhou community through regular communications and activities to create positive 'word of mouth'

Admissions Funnel & Conversion

- Build full-funnel campaigns to generate enquiries, campus tour bookings, and applications
- Partner with Admissions on lead nurturing, open days, school tours, and conversion tracking
- Work closely with Admissions to align marketing efforts with student recruitment and to track and analyse enrolment data to measure campaign effectiveness
- Implement CRM/marketing automation journeys with clear SOPs

Team Leadership & Development

- Build and develop marketing team members for Wellington College Education (China) Hangzhou
- Provide staff leadership to the department in all respects, including hiring, day-to-day management and motivation of marketing staff and contractors, ensuring professional development and excellence
- Lead, coach and guide the team responsible for planning, executing, and evaluating all aspects of the marketing strategy

Reporting & Analytics

- Assist the Director of Admissions and Marketing in developing marketing reports for planning and evaluation
- Evaluate the performance of marketing campaigns and events, and provide insights reports for the management team to review
- Maintain and update the monthly marketing dashboard, including leads, tours, applications, conversions, yield, and source attribution

REQUIREMENTS

Education

Bachelor's degree in Marketing, Communications, Business, or a related field

Experience

- 5–8 years of marketing experience, with at least 3 years in a lead or managerial role
- Proven track record of delivering enrolment growth or measurable lead generation
- Experience in education, international schools preferred
- Experience in a multinational corporation or joint venture is a strong plus

Language Skills

Fluent in English and Chinese (both written and spoken)

Key Competencies

- Strategic planning and campaign execution
- Performance marketing (digital advertising, social media, SEO/GEO/AIO)
- Strong copywriting and content production oversight
- Excellent organisational and project management skills, with the ability to manage multiple projects simultaneously
- Exceptional communication and interpersonal skills
- Ability to design marketing materials and edit video is a plus
- Data-driven mindset with experience in analytics and reporting
- Strong understanding of the China education market and local community

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