



WELLINGTON COLLEGE
INTERNATIONAL
SHANGHAI

Job Description

Communications Manager

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

WCC 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.

With offices in Shanghai, the group 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 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 2023.



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

Communications Manager (Chinese & English content lead)

DEPARTMENT

MKT

LOCATION

Shanghai

SUPERVISOR

Director of Marketing and Admissions/Head of Marketing

OBJECTIVES

We are seeking a skilled and dynamic Communications Manager to join our team. The Communications Manager will be responsible for developing and implementing effective communications campaigns both on and offline in both Chinese and English and across various paid, owned and earned channels and platforms and will take the lead in Chinese language communications both internally and externally from within the Marketing team. The successful candidate will demonstrate a strong appetite for creating content which inspires target audiences.

KEY RESPONSIBILITIES

Content Creation:

- Generate, edit, and curate engaging and informative content for diverse internal communication channels, including social media, academic booklets, newsletters, emails, announcements, and presentations.
- Guarantee consistency in messaging and branding throughout all communication materials.
- Be able to turn around impactful content in short period of time

Execute Communications Strategy:

- Develop, execute, and manage a cohesive communication strategy internally and externally to effectively engage prospective families, current parents & employees, ensuring a coordinated and high-quality approach
- Create and maintain a comprehensive communication calendar to ensure timely dissemination of information
- Develop and maintain strong relationships with key internal stakeholders, including department heads, faculty, and parent-teacher associations, to ensure alignment and collaboration in communication efforts
- Lead regular content brainstorming sessions and deliver impactful content streams from across the community

Communication channels management

- Manage relevant platforms to disseminate relevant content including Wechat, RED, Facebook, LinkedIn, Instagram and through other paid, owned and earn media platforms

Translation and proofreading:

- Translate a variety of communications materials, including press releases, articles, booklets, emails, announcements, presentations, and written materials, from English to Chinese, while preserving the intended meaning and tone.
- Review translated internal communications materials to ensure accuracy, consistency and language usage
- Employ translation tools, software, and resources effectively to improve translation efficiency and maintain consistency across projects

Metrics and Analytics:

- Evaluate the effectiveness of communication efforts through data-driven reporting and analysis and then apply data-driven adjustments to communications strategies as necessary
- Deliver regular reports on key communication metrics to line manager

Any other duties commensurate with the post

The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs.

Capabilities needed

- Strong writing abilities in both Chinese and English
- High level of professionalism
- Strong ability to self-manage multiple information streams and multiple tasks
- Strong interpersonal skills
- Ability to work at a fast pace to deliver outcomes

Expected experience

- Background in media, PR, marketing, or communications, in house or from within Agency (5 or more years of experience)
- Experience managing multiple native and international social media channels
- Experience developing content from concept to storyboard through to release
- Familiarity with education industry
- Appreciation for learning

The successful candidate will also have to pass our safeguarding standards

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