



WELLINGTON COLLEGE  
INTERNATIONAL  
TIANJIN

# Job Description

## Digital Media Designer

### 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

## Wellington College Tianjin

Wellington College Tianjin is committed to providing world-class educational opportunities in the city of Tianjin. We offer a pioneering education to serve and help shape a better world, combining the very best of British and international education to create a pupil-centric, multilingual, multicultural and inclusive learning experience.

Wellington College Tianjin currently comprises three schools, together serving c.600 pupils from 20 countries. The colleges are Wellington College International Tianjin, Wellington College Bilingual Tianjin Nursery, and Wellington College Bilingual Tianjin A-Level Centre.

## 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

Digital Media Designer (Digital Marketing Focus)

## DEPARTMENT

Digital Media Designer (Digital Marketing Focus)

## LOCATION

Tianjin

## SUPERVISOR

Marketing Manager

## OBJECTIVES

We seek a creative Digital Media Designer with a strong focus on digital marketing to produce engaging visual content that drives brand awareness, engagement, and conversions. You'll collaborate with cross-functional teams to design assets aligned with marketing strategies and campaign goals.

### Job Description:

- **Design & Development:** Create digital assets (social media graphics, banners, email templates, web visuals) optimised for engagement and platform-specific requirements.
- **Campaign Collaboration:** Partner with digital marketing, content and branding teams to develop cohesive creative campaign strategies (e.g., product launches, seasonal promotions).
- **Trends & Best Practices:** Stay updated on design trends, digital marketing tools, and platform algorithms to ensure cutting-edge content.
- **Multimedia Production:** Develop animations, video edits, and motion graphics for social media, ads, and websites.
- **Optimization & Testing:** Conduct A/B testing on visuals and use analytics to refine designs based on performance metrics (CTR, conversions).
- **Brand Consistency:** Ensure all content adheres to brand guidelines and maintains a unified voice across channels.
- **Project Management:** Manage multiple projects, meet deadlines, and adapt to shifting priorities in agile workflows.

## KEY RESPONSIBILITIES

- The creation of all digital visual designs, including typography and visual concepts, for all print and digital platforms for the school
- Concept development, design and overseeing the production of all school collateral materials, including newsletters, advertisements, flyers, invitations and brochures
- Management of printing to ensure brand and budgets are maintained
- Management and maintenance of graphic files, including logos, photos and artwork
- Meeting all deadlines set and
- Assisting with special events when needed
- Work towards and attain the yearly KPI targets

## BASIC QUALIFICATION

**Education:** Bachelor's Degree or above

**Major:** Graphic/Digital Design

**Language:** Mandarin and English

**Working experience:** 2 years +

## EXPERTISE

- Education: Degree in Graphic Design, Digital Media, Marketing, or related field.
- Experience: 2+ years in digital design, preferably in digital marketing or agency settings. Portfolio required.
- Technical Skills: Proficiency in Adobe Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Figma/Sketch, and CMS platforms. Experience with video editing/motion graphics.
- Digital Marketing Knowledge: Understanding of social media algorithms, and digital marketing best practices.
- Language: Bilingual proficiency in English and Chinese with excellent written and verbal communication skills in English.
- Soft Skills Strong time management, attention to detail, and ability to translate marketing objectives into visuals.

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.