



WELLINGTON COLLEGE
CHINA

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Job Description

Social Marketing Intern

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.

Kindness Responsibility Respect Courage Integrity

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.

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. It 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 5 years running.



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 2020-2024



Generous salary and benefits

Role Description

JOB TITLE

Social Marketing Intern

DEPARTMENT

Central Office Marketing department

LOCATION

Shanghai

SUPERVISOR

Senior Communications Officer

KEY RESPONSIBILITIES

- Assist in developing and implementing social media strategies.
- Create, schedule, and publish engaging content across various social media platforms (e.g., Rednote, WeChat Channels).
- Monitor social media channels for trends, interactions, and feedback.
- Conduct market research to identify new opportunities for reach and engagement.
- Support in creating and editing multimedia content (graphics, videos, etc.).
- Collaborate with the marketing team on campaigns and projects.
- Track and analyze social media performance metrics and provide recommendations for improvement.
- Participate in brainstorming sessions and contribute creative ideas.

BASIC QUALIFICATION

- Currently pursuing or recently completed a degree in Marketing, Communications, Public Relations, or a related field.
- Strong understanding of major social media platforms and their best practices.
- Excellent written and verbal communication skills in English and Chinese.
- Creative mindset with a keen eye for detail.
- Basic knowledge of graphic design tools (e.g., Photoshop, Canva, Adobe Creative Suite) is a plus.
- Ability to multitask and prioritize in a fast-paced environment.
- Proactive, self-motivated, and eager to learn.

BENEFITS

- Hands-on experience in a professional work environment.
- Mentorship and training from experienced marketing professionals.
- Opportunity to contribute to real projects and campaigns.
- Flexible working hours to accommodate academic commitments.

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