



WELLINGTON  
COLLEGE  
EDUCATION

# Job Description

## ABOUT US

### We are Learners, Connectors and Changemakers

At Wellington College Education (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 Education (China) (WCEC)**

Wellington College Education (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.

### **WCEC 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 Education (China)**

WCEC 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 WCEC 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 [WCEC Course Directory](#).

Wellington College Education (China) has been awarded the HR Asia 'Best Companies to Work for in Asia' Award for 6 years running.



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



Personalised professional development pathways



Named one of HR Asia's 'Best Companies to Work for in Asia' 2020-2025



Generous salary and benefits

# Role Description

## **JOB TITLE**

Group Director of Marketing

## **DEPARTMENT**

Central Office Marketing

## **LOCATION**

Shanghai

## **SUPERVISOR**

COO

## **OBJECTIVES**

The Group Director of Marketing will serve as the strategic leader and brand guardian for WCEC, overseeing and driving all marketing initiatives at the group level. This role is responsible for shaping and executing integrated marketing strategies that enhance the College's reputation, strengthen its market position, and ensure alignment across all schools. The position will lead and mentor the Central Office Marketing team, foster collaboration among campus marketing teams, and champion best practices to deliver consistent, high-impact communication and promotional efforts. Through visionary leadership, cross-functional partnership, and a deep understanding of global and local market trends, the Group Director of Marketing will advance WCEC's mission, support growth initiatives, and promote cohesion while respecting the unique context of each school.

## KEY RESPONSIBILITIES

### Team Management

1. Lead and support the Central Office Marketing team.
2. Coach and mentor the Central Office Marketing team providing leadership, expertise and guidance.
3. Work with the CO Marketing team to identify training and development needs and opportunities.
4. Ensure there is cohesion and good working practices across all marketing teams in group level.
5. Meet regularly with COO to update marketing matters.
6. Seek approval from the COO for any externally hired consultants.

### Strategic Planning

1. Develop and execute short-term and long-term marketing plans, including but not limited to, public relations, digital marketing strategies, special events, advertising, and other promotional strategies aligned with the WCEC vision.
2. Serve as the custodian of the WCEC Brand in collaboration with school marketing and admissions teams and other stakeholders.
3. Plan and optimize the annual marketing expenses within given budget.
4. Attend school governance meetings and Executive Board as may be required to report on Marketing.
5. Keep abreast of latest marketing trend and developments in China and globally.

### Public Relations, Media and Communication

1. Develop and maintain contact with corporations and organizations in order to develop long-term relationships. Create collaboration and/or sponsorship opportunities and promote the College.
2. Represent the College at various gatherings and conferences related to Marketing and Public Relations.

### Cross-Group Support

1. Communicate with a variety of constituents on campuses to support school initiatives and events.
2. Identify training needs and lead trainings as required to build capability and expertise in Marketing and strengthen provision across the group.
3. Build trust with leaders within WCEC and beyond to strive for best practice and share best practice across schools.
4. Lead on the marketing aspect of any cross WCEC group events
5. Nurture current and future Marketing leaders through effective mentoring /coaching as required.

## KEY RESPONSIBILITIES

6. Support HR team with EVP campaigns and promote WCEC as an employer.
7. Support training and induction of new Marketing leaders.
8. Promote WCEC at all times, externally and internally, working towards cohesion, whilst being aware of each context's needs.

### New School Support

1. Lead Marketing for new school projects as part of the CO 'incubation' team working closely with the Master, until such point the new school team is able to lead.
2. Develop effective induction and training plans for new Marketing leaders and support them to do the same for their teams
3. Lead on set up of Marketing practices and processes utilizing best practice from existing schools
4. Coach and mentor new Marketing leaders to drive performance excellence and support with performance management and KPI setting.

## BASIC QUALIFICATION

**Education:** Bachelor's Degree or above, with a preference for a Marketing or Business major.

**Language:** Native English or Chinese speaker. Excellent command in written and spoken English.

**Working experience:** 15+ years of experience in Marketing in the service industry, with experience in branding and marketing communications, digital marketing, marketing campaigns, and team leadership.

## PREFERRED APTITUDES

- Excellent communication and interpersonal skills, proven ability to communicate effectively with different types of people and in a cross-cultural environment.
- Good understanding of the Education industry.
- Ability to work in a fast-paced and task-focused team environment.
- Passionate about building innovative features and working with the latest technology.
- Active collaborator; willing to share ideas and teach/learn from others.
- Personal integrity, accountability and credibility.
- Strong mindset for continuous improvement to meet or exceed expectations.
- A commitment to quality and attention to detail.

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