



WELLINGTON COLLEGE
CHINA
惠灵顿中国

POSITION: Designer

ABOUT US

Wellington College China represents the marriage of traditional values and progressive education. Our Wellington values of Courage, Kindness, Responsibility, Respect and Integrity are as pertinent today as they were more than 150 years ago when Wellington College was founded.

Our vision is to inspire pupils to become intellectual, independent, individual and inclusive; our Wellington identity. This will be based on a model of holistic education and pastoral provision that establishes the values, aptitudes and knowledge needed to be an effective global citizen. We aim to prepare pupils for success during and beyond life at the College.

We aspire to create a caring, learning community that develops well-rounded individuals with strong values and the skills and identity to thrive within an ever-changing world.

To this end, we are seeking a team of motivated, dynamic and forward thinking professionals who will add something special to this exceptional college's setting.



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BASIC INFORMATION

JOB TITLE	Designer	DEPARTMENT	Admissions and Marketing
SUPERVISOR	Director of Admissions and Marketing (Interim) Group Director of Marketing, Wellington College China		

OBJECTIVES

The role of this post is to lead on all matters concerning design work, photography and provide a support service to the College and its marketing operations.

KEY RESPONSIBILITIES:

1. Provide creative support and services to all functional departments of the College
2. Assist internal teams with ensuring brand consistency in all kinds of materials and communications in line with Wellington College China brand VI guideline
3. Coordinate and collaborate with other Wellington College schools' designers for creative resource sharing and optimization across the group
4. Prepares work to be accomplished by gathering information and materials.
5. Plans concept by studying information and materials.
6. Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
7. Obtains approval of concept by submitting rough layout for approval
8. Prepares finished copy and art by operating typesetting, printing, and similar equipment
9. Prepares final layout by marking and pasting up finished copy and art
10. Completes projects by coordinating with outside vendors, art services, printers, etc.
11. Maintains technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies.
12. Contributes to team effort by accomplishing related results as needed

Design Work

- The creation of all-branded materials, including but not limited at: Advertising, billboard, poster, hanger, standee, campus beautification, signage, prospectus, booklets, flyers, tri-folders, merchandising, business cards, letter head, PPT template, admissions suite, parent handbook, employee handbook and event materials



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- Mailings: The digital design and publishing of a weekly newsletter
- Support Central Office on cross-school conjunction design tasks for Wellington College China and Wellington College bilingual school projects

Website and Social Media: Support Internal Teams on

- Designing the website and the social media accounts to be more interactive and captivating with conjunction with ICT Webmaster team, including but not limited at Wellington College China and bilingual school website, facebook, weibo and wechat, etc.
- Updating content, creating and publishing news, up to date stories and galleries

Photography

- Creating day to day photography that reflects the ethos of the College, incl. pre-admissions programme, launch event, parent and pupil engagement events, opening ceremony, etc
- Publishing and distributing created works to clients, press and internal teams
- Producing logistical photography such as ISAMS photos

Videography: Support Internal Teams on

- Creating video footage that reflects the ethos of the College by filming the school events, the interview with staff/ parents/ pupils, etc
- Editing the videos for internal and external communications purposes
- Working close with third-party vendor to ensure the high quality and punctual deliverables on the post productions

JOB QUALIFICATIONS

BASIC QUALIFICATION	Education	Bachelor's degree
	Major	Design
	Language	Fluent written and spoken English
EXPERIENCE	Working Experience	Minimum of 2 years' experience in the field of design
	Management Experience	None
EXPERTISE	• Graphic Design Skills, Layout Skills, Creative Services, Customer Focus, Creativity, Flexibility, Attention to Detail, Deadline-Oriented, Desktop Publishing Tools, Acute Vision, Handles Rejection	