



WELLINGTON COLLEGE  
CHINA  
惠灵顿中国

## POSITION: DIRECTOR OF ADMISSIONS AND MARKETING

---

### 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 educational setting.

---



WELLINGTON COLLEGE  
CHINA  
惠灵顿中国

## BASIC INFORMATION

|                   |   |                   |              |
|-------------------|---|-------------------|--------------|
| <b>JOB TITLE</b>  | Director of Admissions and Marketing  | <b>DEPARTMENT</b> | Non-academic |
| <b>SUPERVISOR</b> | 1. Master, Wellington College on aspects of performance;<br>2. Group Director of Marketing, Wellington College China on Marketing |                   |              |

## OBJECTIVES

Autonomous, determined and professional behavior imbuing the Wellington Identity and Values will be key features of the post-holder's practice and these will be consistently demonstrated at all times. The post-holder must be able to communicate effectively with the Wellington College community; academic and non-academic team members, parents, extended families and external agents involved in the functions of the setting.

## KEY RESPONSIBILITIES:

1. Lead the Wellington College Marketing and Admissions teams, including Communications, interpretation and translation
2. Inspire a forward-thinking culture within proactive teams who imbue the Wellington Identity and Values
3. Implement the communication and marketing strategies for the opening of Wellington College Bilingual School by co-ordinating and leading the current and extended teams
4. Lead on the strategic development of the Marketing and Admissions plan for Wellington College Bilingual School
5. Co-ordinate the determined activities of the Marketing and Admissions teams across Wellington College Bilingual School and implement communications support from the extended teams
6. Develop effective and compelling digital media content plans and marketing campaigns, to promote the setting and build up the College brand awareness
7. Maintain an up to date website, containing content, including the admissions page of the Wellington College Bilingual School website
8. Manage the budget effectively through open and clear strategy, planning, review and projection



WELLINGTON COLLEGE  
CHINA  
惠灵顿中国

9. Be accountable to the line managers through regular meetings to openly report on communications processes, strategy, budgeting and continual planning cycles
10. Undertake professional supervision and performance review / appraisal on all subordinate team members with annual KPI identification
11. Write and edit articles, and develop advertising materials that effectively represent and highlight the uniqueness of Wellington College Bilingual School
12. Monitor and analyse social activity and metrics across all channels in line with the targets set out in the Marketing and Admissions Plan
13. Build rapport and manage relationships with media, community partners, and the Wellington College Bilingual School community
14. Collaborate with Central Office and lead in the development of the strategic plan and implementing initiatives
15. Support internal and external events and coordinate special projects as needed, liaising with the academic and non-academic teams ensuring a 'whole school' approach
16. Manage and monitor of all aspects of the admissions process through successful delegation and evaluation
17. Ensure the admission/enrolment process – parental contracts, application fee, placement fee and tuition fee, plus supplementary (bus, uniform etc.) is handled efficiently and to devise new procedures as necessary
18. Manage the team responsible for pupil database system (iSAMs) and ensure all data and files are complete and up-to-date and reports meet the operation and strategic needs of Wellington College Bilingual School
19. Ensure the production of breakdown numbers of current pupils and projected pupils by group for the Master and the Board of Governors, and historical recruitment data to enable accurate projections to be made
20. Actively represent Wellington College Bilingual School in local community and business events



WELLINGTON COLLEGE  
CHINA  
惠灵顿中国

## JOB QUALIFICATIONS

|                            |  |   |
|----------------------------|--|---|
| <b>BASIC QUALIFICATION</b> | <b>Education</b>   | Bachelor's degree or above  |
|                            | <b>Major</b>   | Marketing, Communications or related  |
|                            | <b>Language</b>  | Fluent written and spoken English   |
| <b>EXPERIENCE</b>          | <b>Working Experience</b>  | Minimum of 10 years' experience in the field of Marketing, Admissions or Communications (or relevant) |
|                            | <b>Management Experience</b>   | Experience of management of teams within an educational environment is highly advantageous            |
| <b>EXPERTISE</b>           | <ul style="list-style-type: none"> <li>• Experience of working in an early years' / educational setting preferred</li> <li>• Identifies with the Wellington Values and demonstrates them in practice consistently</li> <li>• Ability to deliver excellent service at all times: high level organisation and time management skills with consistent use of initiative</li> <li>• Strong skills in Microsoft Office</li> <li>• Excellent communication and interpersonal skills with a diverse range of people and interpersonal skills</li> <li>• Ability to multi-task and prioritise, ability to work under pressure</li> <li>• Discreet and sensitive to confidentiality</li> <li>• Inspirational, responsible, self-motivated, detail-minded, professional, organised, independent and mature</li> <li>• Rigorous approach to problem-solving</li> <li>• The ability to priorities workload and meet deadlines</li> <li>• Good team player as well as a good team leader</li> </ul> |   |
| <b>PREFERRED APTITUDES</b> | <ul style="list-style-type: none"> <li>• Demonstrating practice that represents the five core values of Wellington at all times (courage, integrity, kindness, respect and responsibility)</li> <li>• Excellent communication and interpersonal skills, proven ability to communicate effectively with different types of people and in cross-culture environment</li> <li>• Strong passion for the education industry</li> <li>• Strong track record of solving complex problems, strategic thinking and delivering significant impact</li> <li>• Proven ability to work with metrics, numbers and trends, and develop recommendations for action based on the analysis.</li> <li>• Personal Integrity, accountability and credibility</li> <li>• Strong mindset for continuous improvement to meet or exceed expectations.</li> </ul>  |   |