



WELLINGTON COLLEGE
HANGZHOU



JOB DESCRIPTION (Director of Admissions and Marketing)
WELLINGTON COLLEGE HANGZHOU



ABOUT US

Wellington College Hangzhou provides pupils access to an education rooted in the traditional values and the progressive approach to learning synonymous with Wellington College. The vision is to inspire pupils to become intellectual, independent, individual and inclusive; our Wellington identity. This will be based on a model that establishes a strong understanding of the rich and deep heritage and culture of China and being Chinese, while also establishing the values, aptitudes and knowledge needed to be an effective global citizen. We aim to prepare pupils for success during and after life at the College.

Within a culture of shared vision, mutual respect, connection and belonging, open communication and inclusive practice, the Deputy Bursar-Operations will form an integral part of a close team who aspire to continually develop and evolve in their personal and professional development.

OUR IDENTITY



Individual



Independent



Intelligent



Inclusive



Inspired

As influential practitioners, we encompass many roles to multiple stakeholders. In responding to the unique individuals under our care, we combine theories of meaningful practice, tailoring them to address the specific needs of the individual child. Though this may differ from the educational experiences of our parents, we assure families that what we do is meaningful for their child. By articulating and linking our educational frameworks and planning to the needs of our children, we are able to constantly monitor and evaluate our practice for further modifications and reflection.

At Wellington School Hangzhou, we celebrate our position as a cultural junction, acknowledge and respect the cultural sensitivities of our setting. In embracing the full marriage of Eastern and Western cultures and educational beliefs, we seek to ensure that the essence of Wellington College runs indelibly through the DNA of our own cultural identity.

BASIC INFORMATION

JOB TITLE

Wellington College Hangzhou

DEPARTMENT

Non-Academic

SUPERVISOR

Master

OBJECTIVES

Wellington College Hangzhou is seeking an exceptional Director of Marketing and Admissions to lead, coach and guide the teams responsible for planning, implementing and measuring all aspects of the School's marketing campaign and to deliver the annual enrolment targets. The School's marketing strategies and plans should be designed to achieve the maximum number of admissions to the school, as well as to promote the positive image of Huili School within the education community and to attract the best quality staff to our school. This is a Senior Leadership position which sits on the School's SLT and will play a key role in its exciting development and growth plans.

KEY RESPONSIBILITIES

ADMISSIONS

- Manage all aspects of the admissions process and deliver on annual enrolment targets
- Develop, execute and regularly monitor admissions plans
- Enhance and execute key processes (including parental contracts, application fee, tuition fee, uniform, bus, lunch, etc.) to guide parents and pupils through the admissions processes, ensuring a smooth and engaging process. Devise and improve procedures as necessary.
- Be the first point of contact for all enquiries regarding admissions, providing all prospective families with a friendly, professional and helpful service from enquiry to entry.
- Oversee all communication to prospective parents ensuring timely responses of a high quality which are warm, engaging and well-written, and promote the reputation of Huili Hangzhou at all times
- Conduct school tours for all prospective parents, coordinate all admission tests and arrange interviews with academic staff
- Advise parents on criteria for scholarships and bursaries
- Manage wait lists, ensuring pro-active ongoing communication with waitlisted parents
- Maintain contact and relationship with parents throughout the enrolment process until the first day of school, ensuring warm and positive communications at all times
- Maintain the pupils database system and ensure all data and files are complete and up-to-date, enabling responsive decision making and accurate forecasting
- Produce breakdown of numbers of current pupils and projected pupils by year group for Master and governors, and historical recruitment data to enable accurate projections to be made. Monitor trends to aid planning.
- Provide reports for – and present at – Board meetings as required, providing high quality and accurate data and forecasts to inform School Development Plans and strategic decisions
- Provide uniform shop with accurate projected numbers for the next academic year by gender by year group to enable optimum stock purchase
- Keep abreast of admissions trends in the market especially in competitor schools and provide competitor analysis / reports.
- Proactively manage referral list and communicate with referrers.

MARKETING

- Apply consistently and diligently the rules of the College in order to maintain discipline, standards of dress and to Evaluate, develop and implement Huili Hangzhou's marketing strategy and plan (including the website, digital marketing & social media, advertising and public relations) to enhance Huili Hangzhou's reputation and achieve overall admission objectives.
- Develop specific integrated marketing campaigns with timeline, budgets as well as clear roles and responsibilities within the team
- Manage Marketing budget and ROI of marketing activities carried out
- Support internal and external events and coordinate special projects as needed, liaising with the academic and non-academic teams ensuring a 'whole school' approach
- Develop an annual outreach programme that widens the school's network and positive relationships and reputation in and with the community
- Constantly review the market and identify new trends and competitors that might impact performance
- Act as brand guardian and ensure that all materials produced are consistent with the brand.
- Actively represent the school in local community, business and networking events, promoting the reputation of Huili at all times.

LEADERSHIP

- Lead and coach the marketing and admissions team to deliver against targets and to ensure delivery of a high quality admissions process at all times, including responsibility for performance appraisals and development plans to the team are continuously developed and engaged
- Work closely alongside the Master and SLT to promote a positive work culture and high levels of employee engagement
- Collaborate with the SLT and all staff to develop a culture where admissions is considered a whole school responsibility.
- Participate actively in the wider aspects of school life.
- Develop relationship with other Directors of Marketing and Admissions in the Group and with WCC Central Office to share best practice and promote collaboration. Attend Group-wide Admissions/Marketing meetings as required.
- Provide training and development for the team
- Work closely alongside the Master to operate Huili Fund and Charity Fund.

JOB QUALIFICATIONS

BASIC QUALIFICATION

EDUCATION

Bachelor's degree or above.

LANGUAGE

Native English or Chinese speaker. Good command in written and spoken English. Ability in another language is a plus.

WORK EXPERIENCE

- Experience in admissions management in either bilingual schools.
- Experience in digital marketing.
- Experience in integrated campaign management in MNC.
- Experience of the Education sector preferred but not essential.

MANAGEMENT EXPERIENCE

Experience of working and managing teams

EXPERTISE AND PERSONAL QUALITIES

- Strong communicator with a warm personality
- Demonstrable ability in people management
- Team player, ability to coordinate across multiple teams
- Ability to work under pressure, to meet deadlines while maintaining a keen attention to detail
- Proficiency in the use of computer and social media
- Highly influential with very good communication and interpersonal skills
- Personal integrity, accountability and credibility.
- Resilience & energy; Hard working
- Desire to learn and acceptance to learn on the job and listen to advice
- Strong mindset for continuous improvement to meet or exceed expectations
- Wellington/Huili values driven

Please submit CV and cover letter, together with an application form (available to download from www.wellingtoncollege.cn/careers) in English and email to jobs.hangzhou@wellingtoncollege.cn. Please note that any application with missing materials will not be considered.

Wellington College China schools are committed to safeguarding and promoting the welfare of children. Assessment and testing of applicants' suitability to work with children is an integral part of the selection process.