



WELLINGTON COLLEGE
CHINA

惠灵顿(中国)

POSITION: **Head of Communications**

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 160 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 a pastoral provision that establishes the values and knowledge needed to be an effective global citizen. We aim to prepare pupils for success during and beyond life at the College by creating a caring, learning community that develops well-rounded individuals with strong values and the skills and identity to thrive in an ever-changing world.

Wellington College China currently comprises colleges located in Tianjin, Shanghai and Hangzhou. Together they serve approximately 5000 pupils (from Sept 2021). The colleges are:

Wellington College International Tianjin

Wellington College Bilingual Tianjin Nursery

Wellington College Bilingual Tianjin A Level Centre

Wellington College International Shanghai

Wellington College International Hangzhou

Huili School Shanghai

Huili School Hangzhou

Huili Nursery Shanghai

Huili Nursery Hangzhou

A new campus: Huili School Nantong is due to open in August 2022.

Wellington College China is committed to making professional learning and personal development central to its ethos and approach. Wellington College China fully recognises its responsibilities for safeguarding children. Our safeguarding policy applies to all staff, governors and volunteers working in the school.



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Basic Information

JOB TITLE	Head of Communications	DEPARTMENT	Wellington College China Central Office
SUPERVISOR	Group Director of Marketing		

OBJECTIVES

We are seeking a Head of Communication to develop and implement Wellington College China's integrated communication strategy (traditional, digital, and social media platforms) aiming to strengthen the brand and growth development of Wellington College China's schools (Wellington and Huili).

This role is to achieve objectives of increasing awareness, engagement, actions (contribution to enquiries, intent to enrollment, positive word-of-mouth etc.) and advocacy through traditional media, social media and new media.

This role needs to understand how it ties into the overall marketing and communications, identify and evaluate insights, trends, and opportunities both within and outside of existing channels, write effective, concise copy for multiple platforms, websites, and social networks.

This role will be expected to work closely with the central office team as well as the local marketing teams to achieve strategic objectives.

KEY RESPONSIBILITIES:

Communication strategy

- Develop and implement integrated communication strategy including goals, objectives, and success criteria for internal and external communications to ensure alignment and consistency across all channels
- Develop and own the Wellington, Huili brand and Employer brand value propositions
- Work with school-based Director/Head of Marketing to plan, deliver and measure communications plans for their schools in line with the Wellington College China's strategic objectives

External Communication

- Project manage the Wellington College China's content strategy, creating compelling, relevant and timely communications materials for key owned media channels including social media, website and newsletters as well as pitched externally



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- Oversee and produce content plans and schedules for all year-round external communication activities through own media, paid media and earned media channels to achieve measurable results on brand awareness building and admission driven activities
- Create and manage high quality content and news stories for external and internal platforms
- Lead on content creation for annual group level publications
- Establish strategic and operational relationships with key media/KOL contacts generating positive coverage in targeted markets meeting set ROI and KPI.
- Produce media materials including press releases, opinion pieces, Q&As etc., respond to media enquiries, manage media tracking services, and manage and PR agencies appointed for specific projects
- Research, monitor and share education market key hot topics and key competitor's topics, new media platforms, trends, and industry opportunities
- Collaborate with digital marketing team on social listening to generate learnings to optimise content planning

Internal Communication

- Manage the brand image/language and communication style guide
- Support on crisis management as directed by Senior Team including supporting the ongoing review of crisis communication strategy, manage crisis media relations and develop training to support school marketing teams
- Provide engaging and competitively differentiating communications experiences, supporting Central office department to strengthen strong advocacy within Wellington College China's immediate and wider communities
- Produce internal communications (announcements, newsletters etc.), as required
- Develop the parent's communications strategy, set parent communications guidelines to support WCC schools
- Support CO IT and digital marketing teams with developing the parent app framework to ensure that the platform is in place to deliver the strategy

Cross-functional teams' collaboration

- Partner closely with designated Head of Digital Marketing to develop key messages for digital campaigns and align to bring about new opportunities from owned and earned into paid activations
- Share and gather learnings and best practices, providing insight, provide strategic guidance in the development of WCC schools' marketing annual plan.

JOB QUALIFICATIONS

BASIC QUALIFICATION	Education	Bachelor's degree or above
	Major	Chinese, Journalism, Public relations, Mass Communications, Marketing or related field



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	Language	Native Chinese speaker and fluent in English
EXPERIENCE	Working Experience	A minimum of 8-year relevant experience with 5 years in management position
EXPERTISE	<ul style="list-style-type: none"> • Solid knowledge and understanding with new media operations • Good at content marketing and operation work in vertical BBS, digital forums and communities • Solid experience in Chinese copywriting • Specialised in identifying the media development trend and interacting with the target audience through appropriate marketing communications platform • Has in-depth understanding of the market and be able to be creative in communication message as well as in communicating with the consumers • Familiar with internet media, KOL, magazines, newspapers, and TV, and have good media network in the education industry • Demonstrated skills in Excel and PPT for reporting and analysis work • Have high self-taught motivation to know advanced digital marketing tools during daily work • Proven ability to meet strict deadlines and maintain timelines and calendars • Good understanding in education is preferred, passionate about education is a must 	
PREFERRED APTITUDES	<ul style="list-style-type: none"> • 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, task-focused, team environment involving technical and non-technical individuals • 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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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.