



WELLINGTON COLLEGE  
HANGZHOU



## JOB DESCRIPTION

Communication Officer – English (Term time)

WELLINGTON SCHOOL 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

Communication Officer – English (Term time)

## DEPARTMENT

Wellington College Hangzhou

## SUPERVISOR

Senior Marketing Officer – Content and Communication

## OBJECTIVES

The communication officer's main responsibilities are to develop compelling copy and content for key owned media channels that aligns with Huili and Wellington brand guidelines and digital strategy, to proofread/edit content provided by various school-based stakeholders to align with brand guidelines as well as maintain media relations.

This role is to achieve the objectives of increasing awareness, engagement, actions (contribution to enquiries/leads, intent to enrollment, etc.) and advocacy through social media and new media.

## KEY RESPONSIBILITIES

### 1. COPYWRITING / TRANSLATION

- Develop with support of the Senior Marketing Officer Content and Communication annual content roadmap
- Create high quality content and news stories for key owned media channels including social media, website and newsletters
- Interview pupils, parents, teachers and relevant staff members with a view to creating accurate and insightful content.
- Oversee English communication, including emails, newsletters and digital strategies, e.g. WeChat
- Proofread all English content for high quality delivery.

### 2. MEDIA RELATIONS

- Maintain a comprehensive list and relationship with Chinese media contacts
- Develop media materials including press releases, opinion pieces, Q&As etc.
- Develop quality content for best identified Chinese media exposure
- Prepare media clipping completed on a monthly basis for circulation

### 3. BE RESPONSIBLE FOR OTHER MARKETING DAILY TASKS ASSIGNED BY THE LINE MANAGER

## JOB QUALIFICATIONS

### BASIC QUALIFICATION

#### EDUCATION

Bachelor's degree or above major in Communication.

#### EXPERIENCE

- A minimum of 2 years working experience

#### EXPERTISE

- Native English speaker
- Excellent reading, writing and conversing skills
- Proficient in writing skills and able to understand and translate client's message into engaging articles
- Able to prepare engaging and relevant questions and conduct suitable groundwork for insightful interviews with a range of potential interviewees
- The ability to work strict deadlines without compromising on work quality
- Great organisational skills
- An eye for detail and deep insights
- Very good communication and presentation skills

#### PREFERRED APTITUDES

- Demonstrating practice that represents the Wellington Values at all times (Courage, Integrity, Kindness, Respect and Responsibility)
- Interested in working in a school environment
- Interested in meeting people
- Demonstrate flexibility and co-operation in duties, ensuring that help is provided as required to all aspects of operations; especially during the start-up phase of the school

Please submit CV and cover letter, together with an application form (available to download from [www.wellingtoncollege.cn/careers](http://www.wellingtoncollege.cn/careers)) in English and email to [jobs.hangzhou@wellingtoncollege.cn](mailto: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.*