



WELLINGTON  
COLLEGE  
INTERNATIONAL  
PUNE

<b>JOB TITLE</b>	Marketing Manager	<b>DEPARTMENT</b>	Non-Academic
<b>REPORTS TO</b>	Head – Marketing & Admissions		

Wellington College International Pune (WCI Pune) is the eighth in the Wellington College International family and the first of several planned for India. Allied to the Unison Group, one of India's leading educational providers and renowned for quality and academic rigour, WCI Pune benefits from a strong partnership and collaboration with Wellington College UK and Wellington College schools in China and Thailand. This core partnership with Wellington College UK is pivotal for every school and WCI Pune embraces this authentic relationship, leveraging upon the outstanding quality of education exhibited across the network of schools. Ultimately, we will prepare our pupils through the robust and rigorous platforms of the IGCSE and IBDP programmes, to access the highest grades and entry to leading global universities (including top institutions in the US and the UK).

Although initially a day school, WCI Pune is intended to be a coeducational day and boarding school for 800 pupils between the ages of 2-18. In the first phase of development, the School opened in September 2023, at the outset for Pre-Nursery (age 2) to Year 9 (age 13) in the Senior School. We follow the Early Years Foundation Stage Framework and the English National Curriculum. In 2024 we aim to introduce IGCSE and the IB Diploma for which Wellington College UK is amongst the leading academic schools globally.

Nestled at the banks of the Mula-Mutha river in Pune at Kharadi (Wagholi), WCI Pune enjoys a lush, serene, and inspiring 10-acre campus designed by MICA, an award-winning and leading British architectural firm. The School has outstanding facilities, in all facets of learning & teaching, sports, music and performing arts. It also has proximity to Pune International Airport, prominent hospitality, residential and retail developments.

### Role Summary:

This role is to lead on all matters concerning marketing, branding and communications at Wellington College International Pune. We are seeking a young and dynamic Marketing Manager with 7-9 years of experience in marketing and branding. Exceptional verbal and written communication skills and a strong ability to create compelling content. The Marketing Manager will play a key role in creating and driving the marketing strategy to build brand awareness and positioning.



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### **Main Task and Key Responsibilities:**

- To lead the school digital efforts, including the school website, social media, digital marketing campaigns, school events, and collateral materials, with the effort to generate leads.
- Designing admissions and marketing related publications for the Wellington Community
- Content management for the publications, social media, school website and the newsletter
- Proficiency in planning and executing a variety of events, such as open mornings, outreach events, seminars, workshops and school carnivals and fairs.
- A well-established network with strong connections with the local vendors, branding, media and the ability to establish partnerships with corporate companies.
- A brand ambassador who understands the school's value proposition and clearly articulates to all stakeholders.
- Taking an active and strategic role in the marketing team to develop and progress the Wellington Brand
- Photographing events and other activities at Wellington for using online and in marketing materials
- Working closely with Senior Leadership Team and collaboratively with colleagues
- Willing and able to work long hours and weekends for events
- Able to take initiative and complete projects with deadlines with minimal guidance

### **Essential Experience / Qualifications Required**

- Graduate/Post Graduate or equivalent in Marketing and Mass Communications/ Journalism.
- 7-9 years of relevant working experience with at least 2 years working with an international school is preferred
- Highly-analytical with strong attention to detail.
- Strong organisational skills and ability to prioritise effectively
- Experience in planning and executing internal communications
- Exceptional writing and storytelling skills (written and verbal)
- Strong attention to detail
- Experience with SEO, social media and metrics data analysis for optimization
- Experience in Microsoft Suite, MailChimp and WordPress. Knowledge of designing software is a plus.



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**Essential Values, Behaviours and Attitudes:**

- The role demands a multitasker who can effortlessly liaise with all the other teams, efficiently manage the roles and duties within the team
- Have a positive attitude and be well organized, process driven and a team player.
- Embody the five core values of Wellington College at all times (courage, integrity, kindness, respect and responsibility)
- Strong mind-set for continuous improvement to meet or exceed expectations
- Time management and the ability to work under pressure
- Discrete and sensitive to confidentiality
- Networking and relationship building
- Responsible, self-motivated, professional, organized and mature
- Flexible and Adaptable