



WELLINGTON  
COLLEGE  
INTERNATIONAL SCHOOL BANGKOK

## Job Description

### Wellington College International School Bangkok ('WCIB')

Position:	Marketing Manager (English/Content)
Reports to:	Director of Admissions and Marketing
Collaborates with:	Marketing, Admissions, Community Engagement, Academic and Support Staff, Purchasing
Oversight:	None
JD update	August 2023

Wellington College Bangkok opened in August 2018 and has quickly gained a reputation for being one of Bangkok's leading international schools. Currently the School has 800+ students aged between 2 and 16, across Pre-Nursery to Year 11. In August 2024 we will open a Sixth Form for students aged 16-18 and the eventual plan is to accommodate 1500+ students.

The school's facilities are world-class with a beautiful modern design and appearance which incorporates the distinctive features of Wellington College, Berkshire, and elements of Thai culture. The buildings are set amidst a large, 70-rai beautifully designed campus in Krungthep Kreetha, an area midway between Bangkok city and Bangkok International Airport, right next to the expansive greens and fairways of the Unico Grande Golf Course. In 2021, the new Senior School building (the first of two) opened – a spectacular and extraordinary development which confirms Wellington as the most dynamically progressive and educationally significant new school in the region. The second Senior School building will open in 2026 and new sports fields and tennis courts will open during the course of the first half of Term 1, 23-24.

We offer the English National Curriculum leading to IGCSEs at the end of Year 11 and A-levels at the end of Year 13. Wellington College Bangkok was the first school in the world to gain full COBIS Patron's Accreditation within the first year of operation, and subsequent full membership of FOBISIA and CIS. In 2021, the new Senior School building (the first of two) will open—a spectacular and extraordinary development which confirms Wellington as the most dynamically progressive and educationally significant new school in the region.

We follow the educational philosophy of Wellington College – founded in Berkshire, England in 1859. We offer pioneering education to serve and help shape a better world. Our identity is summed up thus – **Inclusive, Independent, Individual, Inclusive, Intellectual.**



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## **Roles and Responsibilities**

- To develop relationships with the expat and local community, suppliers, colleagues, sponsors, friends to Wellington.
- To form excellent relationships with teachers, leaders and support staff in all areas of the School.
- To help achieve all recruitment targets - the planned numbers of students within any annual budget.
- To help create all English content – social media and website copy, features, PR, presentations.
- To understand and report on market developments, including developing a comprehensive understanding of WCIB key selling points, demographics, and competitor activities.
- To help produce marketing materials and graphics for the School including advertising artwork, billboards, internal publications, flyers, web banners and merchandise.
- To help plan, prepare and check presentations and welcome messages.
- To support the Director of Admissions and Marketing in developing a marketing strategic plan and monitoring the delivery of the plan.
- To support the Director of Admissions and Marketing in maintaining and effectively planning and utilising the Marketing Budget. This will involve liaising with Purchasing and Finance.
- To support the Events team set-up of booths, stalls and activities for any internal or external events held to promote the School.
- To support colleagues in the production of all internal publications – Handbooks, Yearbook, newsletter where required.
- To represent the School at recruitment and networking events, where appropriate.
- To support the Community Engagement team in ensuring all current families have information and updates needed – via newsletter, social media, website, Line, SchoolPost and more.
- To liaise with marketing colleagues at other Wellington College schools to ensure Wellington College's brand standards and guidelines are preserved.
- To negotiate and liaise with external suppliers, business contacts and allies, and as assigned.
- To assist with ad-hoc projects at any stage, as assigned or approved by the Director of Admissions and Marketing.
- To carry out any other duties commensurate to the post as required by the Director of Admissions and Marketing or other members of the College's Leadership Team.



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## Requirements

- Bachelor's degree or higher
- Experience in the education industry preferred but not required.
- Excellent interpersonal skills, able to work across departments effectively.
- Experienced in marketing communications both online and offline advertising products.
- Native Thai speaker
- Excellent in written and spoken English.
- Creative, positive, and self-starting, with good analytical and practical thinking
- Ability to personally represent and effectively communicate the school's values of kindness, courage, responsibility, respect, and integrity at all times.

## Safeguarding and Legal

Please note the College's positions are subject to an enhanced Criminal Records Bureau. The College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Wellington College International Bangkok is also committed to equality and diversity. Candidates should be aware that all posts in the College involve a degree of responsibility for safeguarding students.

If you are interested in the position, please send together with a letter of introduction and an up-to-date CV, including the names and contact details of three referees, should be sent to [recruitment@wellingtoncollege.ac.th](mailto:recruitment@wellingtoncollege.ac.th)