



WELLINGTON  
COLLEGE  
INTERNATIONAL  
PUNE

<b>JOB TITLE</b>	Marketing, Branding and Communication Manager	<b>DEPARTMENT</b>	Non-Academic
<b>REPORTS TO</b>	Head of Admissions & Marketing		

WCI Pune is the eighth school in the Wellington College International family and the first of several planned for India. It benefits from a strong partnership and collaboration with Wellington College UK and Wellington College schools in China and Thailand. WCI Pune is a coeducational day school, intended for 800 pupils between the ages of 2-18. The school is established on a campus designed by MICA, an award-winning and leading British architectural firm, and will take boarding pupils from August 2025. The School opened in September 2023 and follows the Early Years Foundation Stage framework and the English National Curriculum, for which Wellington College is regarded as one of the leading schools in the UK. Nestled at the banks of the Mula-Mutha river in Pune at Wagholi, Wellington College enjoys a lush, serene, and inspiring campus. It also has proximity to the Pune airport, prominent hospitality, residential and retail developments.

### Experience

This role is to operate as the college designer and acting as a story-teller in College to support the marketing and design function that will have significant creative and editorial freedom. The role itself is varied and hugely enjoyable but with all the demands which come with working in a busy day school environment. Many events occur in the evenings or at weekends so a degree of flexibility is required in order to tell accurately the story of this immensely vibrant school.

### Designer

The primary aim of this role is to keep the Wellington College International Pune brand visually strong. The successful candidate will be able to work quickly and efficiently to produce a wide range of material in a number of contexts. It will involve working on specific design projects within Wellington College to produce high quality marketing materials – both digital and hard copy – as and when required. The Designer will work very closely with the Head of Marketing to maintain the high quality branding of the school and maintain consistency across different departments/partner schools.

### College Story-teller

As the name suggests, this role involves telling the story of Wellington College and the Wellington Community, via social and other media. This role requires an ability to write and design effective copy for use across the College's various print and online communications. A successful candidate will ideally be familiar with using a DSLR for regular event photography (or will, at least, display a willingness to learn). The role requires an appreciation of the values and culture of the College and the successful candidate will have an understanding of the independent boarding sector.

### Main Task and Responsibilities:

- Designing admissions and marketing publications for the College and Wellington Community such as the Prospectus and Wellington Today – a termly magazine celebrating life at the College
- Assisting with graphic design features and promotional material for College events and conferences

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- Content management of the school website and the weekly newsletter The Week Ahead (both WordPress)
- Designing visually appealing content for social media (basic video editing skills required)
- Taking an active and strategic role in the marketing team to develop and progress the Wellington Brand
- Writing and gathering stories for publications, website, social networks & weekly newsletter
- Photographing events and other activities at Wellington for use online and in marketing materials
- Running the College's social networks, including, but not limited to: Facebook, Twitter, Instagram, and the newly developed Web App
- Working with the Wellingtonian and other student-led publications (advising on print standards and aiding with design)
- Working closely and strategically with Senior Leadership Team and communicate effectively the vision of the College across all networks

**Essential Experience / Qualifications Required**

- Graduate/Post Graduate or equivalent in Marketing /Brand Management and Communications/ Social Media Marketing.
- A minimum of 5 years working experience with at least 3 years working with an international school.
- I.T knowledge (particularly in Excel and Word)
- High level of determination and tenacity
- Highly-analytical with strong attention to detail.
- Articulate, effective communication skills with the ability to communicate internally and externally (lawyers, regulators, auditors) at all levels
- Creative
- Flexible and adaptable
- Ability to work under pressure and to tight deadlines
- Excellent communicator, able to communicate at all levels
- Strong organisational skills and ability to prioritise effectively
- Competent in using Adobe Creative Suite (Illustrator/ InDesign/Photoshop) to produce high quality marketing materials
- A full understanding of social media: different channels/ strengths & weaknesses of each
- Using content management systems (CMS) for website maintenance (ideally WordPress)
- Video editing for use in social media

**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, and finally get the job done well in time.
- Should 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).
- Personal integrity, accountability and credibility.
- Strong mind-set for continuous improvement to meet or exceed expectations.
- Time management and ability to multi-task and prioritize, ability to work under pressure.
- Discrete and sensitive to confidentiality.
- Responsible, self-motivated, detailed-minded, professional, organized, independent and mature.
- Good team player as well as good team leader.