



JOB DESCRIPTION

Creative Coordinator

Job title	Creative Coordinator
School	Dulwich College Shanghai Pudong Campus
Hours	Full Time
Contract	3 years
Classification	Professional Support Staff
Reporting to	Head of Marketing
Dotted line reporting to	N/A

Key duties and responsibilities

The Creative Services & Production Coordinator is responsible for the planning, coordination and delivery of graphic design, photography and videography services across Dulwich College Shanghai. The role combines hands-on creative production with project management, ensuring the College's visual communications are engaging, brand-aligned and delivered efficiently.

Working as part of the Admissions, Marketing & Community Experience (AMX) team, the Creative Services & Production Coordinator is responsible for the creation, coordination and delivery of graphic design, photography and videography services. The role supports admissions, marketing and community engagement priorities through the production of high-quality creative content, effective project management and strong brand consistency.

Graphic Design, Photography & Videography Production

- Create high-quality graphic design, photography and videography content that supports admissions, marketing, community engagement and wider College priorities.
- Design and produce a wide range of materials including marketing campaigns, brochures, posters, signage, presentations, publications, event materials, digital advertisements, social media content and promotional assets.
- Capture and edit photography that showcases the student experience, learning environment, campus life, events and wider College community.
- Plan, film and edit video content for marketing campaigns, admissions activities, community engagement, social media and internal communications.
- Develop creative concepts and content that effectively communicate key messages and enhance the College's reputation.
- Ensure all creative outputs reflect the College's brand standards, values and commitment to excellence.

Creative Services & Project Management

- Manage the intake, prioritisation and coordination of graphic design, photography and videography requests across the College.
- Coordinate projects from initial brief through to final delivery, balancing multiple priorities and deadlines.
- Work closely with stakeholders to clarify requirements, manage expectations and deliver effective creative solutions.
- Maintain oversight of project timelines and workload to ensure the efficient delivery of creative services.
- Coordinate external photographers, videographers, designers and other creative suppliers where required.



Brand Management & Staff Support

- Support the consistent application of the Dulwich College Shanghai brand across all creative content and materials.
- Develop and maintain templates, creative resources and guidance materials for use across the College.
- Deliver training and support on approved creative platforms and tools, including Canva and video editing applications.
- Provide advice and guidance to colleagues on design, photography and video content requirements.

Asset Management & Operational Excellence

- Maintain a centralised library of graphic design assets, photography and video content, ensuring resources are organised, accessible and regularly updated.
- Support the management of creative platforms, software licences and content resources.
- Monitor project progress, supplier activity and resource requirements, maintaining accurate records where appropriate.
- Contribute to the ongoing improvement of creative workflows, systems and processes to support an efficient and responsive service.

Collaboration & Contribution

- Work closely with AMX colleagues, academic teams and operational departments to support College priorities, campaigns and events.
- Contribute to the planning and delivery of major marketing campaigns, admissions initiatives and community engagement activities.
- Maintain a collaborative and service-focused approach, building positive relationships across the College community.
- Undertake any additional duties reasonably delegated by line management.

Leadership Capability Framework

The EiM Leadership Capability Framework describes what 'good' leadership looks like in our College. This capability framework provides a common 'language' for leadership. Everyone understands what is expected of them and there is definition around the specific behaviours leaders should demonstrate at different levels. It also helps build and maintain the culture we need within our College; the type of culture that supports us to achieve our strategic priorities. It is centred around 18 identified dispositions. Dispositions are the personal qualities or characteristics, such as interests, values or beliefs, attitudes or modes of adjustments that are possessed by individuals. You can read more about the LCF [here](#).

Person Specifications

The ideal candidate will have:

Technical Competencies

- Proficient in Adobe Creative Suite, Canva and video editing platforms such as JianYing or equivalent.
- Strong graphic design skills with a good understanding of layout, typography, branding and visual storytelling.
- Experience planning, capturing and editing photography and video content for a range of audiences and communication channels.
- Sound aesthetic judgement and the ability to create engaging, high-quality creative content across graphic design, photography and videography.
- Strong project coordination and organisational skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- Working proficiency in English, with the ability to communicate effectively with international colleagues through meetings, presentations, written correspondence and project briefings.



- Confident using digital collaboration, project management and content management platforms.

Personal Attributes

- Strong interpersonal and stakeholder management skills, with the ability to build positive working relationships across the College community.
- Highly organised, detail-oriented and capable of managing multiple priorities in a fast-paced environment.
- Proactive, adaptable and solutions-focused, with the ability to work independently and take ownership of projects.
- Service-oriented mindset with a commitment to delivering high-quality support and maintaining strong professional standards.
- Confident providing guidance and support to colleagues on creative tools, templates and brand standards.
- Collaborative team player who contributes positively to the culture and success of the AMX team.

Excellent written and verbal communication skills in English; Mandarin language capability or strong understanding of the local parent context is highly desirable.

This job description is designed to outline primary responsibilities but not limit the employee nor the College to only the work identified. It is the expectation of the College that each employee will offer their services wherever and whenever necessary to ensure the success of our organisation.

Dated	July 2026
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