



China-Britain
Business Council
英中贸易协会

China-Britain Business Council (CBBC)/英中贸易协会

The China-Britain Business Council (CBBC) is the UK's leading source of China business information, advice, consultancy and services for UK industry.

For more information about us, visit our website at www.cbbsc.org Follow the link to read more about CBBC's Launchpad service:
www.cbbsc.org/services/launch.html

In conjunction with our member organisation, The University of Exeter, CBBC is currently looking to recruit two candidates for the following position, one based in Beijing and one in Shanghai.



About the University of Exeter

Exeter is a Top-10 UK university which combines world leading research with very high levels of student satisfaction. It is one of the UK's most popular and successful universities with campuses in Exeter, Devon, and near Falmouth in Cornwall.

Students and staff enjoy some of the finest campus environments in the UK. The South West counties of Devon and Cornwall boast an unrivalled mix of city life, countryside and coastline.

For more information, please visit our website: www.exeter.ac.uk

Project Manager – BJ/SH

A UK 'Top-10' university, the University of Exeter has recently established its 'International Exeter' initiative with the aim of being recognised as global 'Top-100' university by 2015. An important element in achieving this ambition is the establishment of deeper institutional partnerships with leading Chinese universities and companies.

The main areas of responsibility involve maintaining and developing partnerships with key stakeholders in China, raising the profile of the university via media contacts and events, alumni support, and employability. The postholder is not expected to engage directly in international student recruitment.

Key responsibilities in the role:

General

- To project manage the CBBC Launchpad/University of Exeter presence in China
- To assist in the production of a business plan for the longer term presence of the University of Exeter in China
- To research academic/commercial partnerships in key Chinese regions/university partners
- Assist with arrangements for incoming and outgoing visits to the University from and to China
- Arrange Pre-Departure Briefings for Chinese students that have accepted places at Exeter

Communications and profile raising

- Assist with China-based promotional activity to raise the profile of the University, including academic missions, research initiatives, alumni events, scholarships and International Collaborative Programme activity
- To develop relations with local and national media, translate Exeter Press Releases, and place stories in Chinese newspapers
- Develop positive working relationships with key government/sector bodies including the Chinese Ministry of Education, British Embassy - China, Chinese Municipal Government, RCUK – China, and the British Council. The postholder will also engage with our partners in the INTO China Office
- Build, analyse, monitor and disseminate relevant market information to the University via the International Office

Alumni

- Support Alumni activity in Beijing/Shanghai as directed by DARO, including supporting country contacts in organising events, group gatherings, volunteer activities
- Assist in facilitating placements/internships between the companies in which alumni work and Exeter students/alumni (i.e., assisting with cultural information, visa questions, etc)
- Coordinate visits of University staff and invite alumni to meet them (i.e., attending lectures, receptions with staff, etc)
- Gathering/providing background cultural information, i.e., around the culture of philanthropy in China and how to translate goodwill into giving, and to help research prospects

Employability

- Under the guidance of the Work Placement Coordinator (International), based at Exeter, deliver presentations to employers about the University of Exeter, and the skills of its graduates
- Liaise with the Work Placement Coordinator (International), to build relationships with international employers in Shanghai/Beijing to encourage the recruitment of Exeter graduates (Chinese nationals) into permanent positions
- Encourage Chinese recruiters to hire Exeter graduates (UK nationals) for work experience within their organizations
- Work closely with colleagues in the British Chamber of Commerce in China to facilitate employability of Exeter graduates

The ideal candidate will possess:

- A Postgraduate Degree in Business or Marketing preferably from a UK University and at least five years work experience
- Familiarity with the UK and the UK Higher Education sector
- Knowledge of the Chinese Higher Education market
- Evidence of building business relationships
- Good interpersonal and influencing skills
- Excellent communication and presentation skills
- Willingness to travel both within China and overseas
- Computer literacy, including familiarity with word processing, databases and spreadsheets
- Fluent English and Mandarin (written and spoken)
- A proactive approach and the ability to work without supervision

The job holders will report administratively to CBBC's office managers in BJ/SH, and functionally will report to and be supported by the Director of the International Office of The University of Exeter in the UK. The annual package for this position is up to RMB195,000.

Interested candidates are invited to send a written application letter together with their detailed CV, an indication of expected salary, and relevant supporting certificates to the following address by 28 February 2010. The candidate who wants to apply the position in Beijing, please send the application to exeter2010bj@cbbc.org.cn; the candidate wants to apply the position in Shanghai, please send the application to exeter2010sh@cbbc.org.cn .

- **Telephone enquiries and personal visits will NOT be accepted.**