



The
University
Of
Sheffield.



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 independent source of China business information, advice, consultancy and services for UK industry.

For more information about us, please visit our website at <http://www.cbcc.org>.

In conjunction with our member organisation, the University of Sheffield, CBBC is currently looking to recruit a candidate for the following position, which will be based in Beijing.

Partnerships and Recruitment Manager China – The University of Sheffield, Beijing

Location: Beijing

Package: Competitive salary range between RMB 16,000 – RMB 18,000 /month based on matched qualification and experiences

The University of Sheffield (via CBBC) is looking to appoint a talented and experienced Partnerships and Recruitment Manager China who will be able to develop fresh initiatives as well as build on the strong activities already underway in delivering the University's international strategy in China. This role is an exciting opportunity for an experienced professional to play a key role in delivering a range of University activities including establishing recruitment partnerships, achieving recruitment targets and supporting alumni engagement.

You will be representing a University ranked in the top 100 universities in the world, with an outstanding student experience, a long-standing commitment to international students and a track record of successful engagement with China.

You will work closely with the Sheffield-based Global Engagement department that brings together existing expertise to support the University's vision to be a globally leading university that connects knowledge and cultures across national borders. Colleagues within the team work on a number of international areas and lead on and support, among others, overseas student recruitment, international partnerships, student exchanges and summer schools, staff mobility and research opportunities.

More information on the University can be found at www.sheffield.ac.uk/international and www.sheffield.ac.uk/global.

The Role:

You will actively contribute to the University's international strategy for China by providing market intelligence to input into strategic and operational planning. You will identify new business opportunities aligned to the University's strategy, and where these are in collaboration with Chinese institutions, work with relevant colleagues in Sheffield to deliver them and ensure effective governance is in place, as well as being instrumental at a local level in developing relationships with key partners across teaching, research, and alumni.

One of the key functions of the Partnerships and Recruitment Manager is to represent the University at education events, in counselling sessions, and in formal presentations at

schools and universities. You must be able to make a positive impression of the University on potential students, as well as being an ambassador for the University in meetings and negotiations with stakeholders.

Responsibilities:

- Provide market intelligence to inform the University's international recruitment, marketing and partnership development plan for China, including coordinating, and in many cases delivering, the activities identified in the plan.
- Support recruitment partnerships across all areas of academic activity.
- Maintain the relationship with strategic partners and recruitment partners, through a plan of activity to develop and deepen productive relationships.
- Work closely with the Head of Partnerships & Global Opportunities to support the University's relationships with internal and external stakeholders, including government and partner level relationships in China such as the Chinese Department of Education, the China Scholarship Council and current University partners among others.
- Represent the University at recruitment exhibitions, seminars, school visits and presentation events across China.
- Support the Sheffield-based alumni team to facilitate engagement with alumni by supporting the development of the network of alumni groups and identifying ambassadors to help with profile building and student recruitment.
- Work with the International Recruitment Manager and China Project Manager (CBB) in Beijing to manage the performance of the network of recruitment agents across China.
- Identify potential new recruitment partners for articulation / collaboration agreements including undertaking initial due diligence, to deliver strategically aligned / SMART proposals. Provide local support through the approval process, working with Faculty and Departments to initiate and progress these partnerships.
- Develop relationships with existing partners to facilitate student recruitment / exchange.
- Promote and support academic links including accompanying academic and senior management visits to partner institutions relating to student recruitment and research.
- Work with colleagues in Research Services to identify funding opportunities in China that match the key research priorities at Sheffield and disseminate these opportunities supporting academics to build successful profiles.
- Provide high-quality market intelligence and identify new strategically aligned business opportunities across all University activities and disseminate back to Global Engagement colleagues.
- Provide detailed and high-quality market and recruitment advice and support to recruitment and marketing colleagues based in Departments and at Faculty level.
- Be an ambassador for The University of Sheffield and promote its reputation generally.

Skills and Qualifications:

Essential

- Understand the importance of equality, diversity and inclusion in the workplace.
- A first degree or equivalent qualification.
- A proven understanding of the China international student recruitment market and Higher Education systems both in China and the UK.

- Experience of working in the education sector in China (3 years minimum)
- Experience and/or appreciation of living in the UK and its culture.
- Experience of preparing, delivering and evaluating focused, insightful, integrated marketing and communications plans.
- Experience of providing market intelligence.
- Strong project management skills with ability to deliver to budget and deadlines.
- Skills in relationship building for influence.
- Fluency in English and Mandarin.
- Ability to set and deliver strategic objectives and prioritise a demanding workload.
- Good information management and IT skills, including MS Office applications.
- Good understanding of digital engagement for recruitment, and profile raising through social media marketing.
- Excellent verbal and written communication skills, including presentation skills, skills of diplomacy and persuasion.
- Ability to demonstrate capacity for new and strategic thinking and for seeking novel solutions in a marketing setting.
- Self motivated with the ability to work with minimal supervision both as part of a team or independently.
- Willingness to travel (both within China and to the UK).

Desirable

- Understanding of Higher Education quality and assurance regulations in the Chinese Ministry of Education and in the UK.
- Knowledge of the research funding landscape in China and the UK.

The job holders will report administratively to CBBC's office managers in Beijing and functionally will report to and be supported by a Senior International Recruitment Manager in the UK.

Benefits and conditions of employment

CBBC offer competitive packages which include basic gross salary, social insurance (CBBC cover both employee and company contributions), medical insurance, and generous leave entitlement.

The gross annual package for this position is **RMB 208K– RMB 234K** with annual pro rata leave entitlement of 22-days for Chinese nationals.

Interested candidates are invited to send a letter explaining how your personality and experience meet our requirements and an indication of your current salary and expected salary together with detailed CV to the following email address: CBBCCHR@cbbc.org. Please use “**University of Sheffield BJ – Candidate Name**” as the subject of the email.

We regret that only short listed candidates will be notified and that applicants who fail to provide a cover letter and use wrong subject of email will not be considered.

The closing date for applications is 18th May, 2021.

Telephone enquiries and personal visits will NOT be accepted.