



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.cbbc.org>.

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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 Guangzhou.

### **China Recruitment Officer – The University of Sheffield, Guangzhou**

*Location: Guangzhou*

*Package: Competitive salary range between RMB 13,000 – RMB 15,000 /month based on matched qualification and experiences*

CBBC is looking to appoint a China Recruitment Officer who will be based in Guangzhou. You will be an excellent communicator with a strong digital and social media background, and a committed team-player, supporting the delivery of the University's recruitment strategy in China.

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 as well as the China based Project Managers (CBBC) that bring together expertise to support the University's vision to be a globally leading university that connects knowledge and cultures across borders. Colleagues within the team work on a number of international areas and lead on and support, among others, international student recruitment, student exchanges and summer schools, staff mobility, research opportunities, and international partnerships. Your role will support the International Recruitment team's goals through implementation of the China Market plan.

More information on the University can be found at [www.sheffield.ac.uk/international](http://www.sheffield.ac.uk/international) and [www.sheffield.ac.uk/global](http://www.sheffield.ac.uk/global).

As well as the China Project Managers, we have colleagues based in South East Asia (Kuala Lumpur, Malaysia), India and Nigeria who focus on the recruitment of international students and work closely with the Sheffield based teams to support the wider remit of Global Engagement.

### **Your role**

The China Recruitment Officer role sits within the International Recruitment team. We are responsible for the recruitment and conversion of international students to the University.

You will support the work of the China Recruitment Manager based in the UK and the China Project Managers (CBBC) based in Shanghai and Beijing working as a team together to achieve the recruitment strategy for the University by implementing marketing and recruitment activities across China. You will carry out recruitment and promotional activity, support recruitment agents, develop excellent relations with schools and partner organisations, both face to face as well as in the digital sphere. You will provide on-the-ground market intelligence to contribute to strategic and operational planning. You will provide specialist information and advice to a range of customer groups on all aspects of the University such as application procedures, academic courses, and facilities, tailored to the audience's needs. You will also liaise with colleagues in academic departments and across a range of the University's Professional Services sections.

You will make a positive impression of the University on potential students, parents, partners and stakeholders, being an ambassador for the University at education events, in counselling sessions, and in formal presentations at schools and universities.

You will join a highly motivated team, bringing the same enthusiasm and the ability to deliver a high level of service at all times.

### **Responsibilities**

- To implement the University's international recruitment and marketing activities as determined by the Head of International Recruitment in Global Engagement, and as directed by the Senior International Recruitment Manager (East Asia).
- To represent the University and undertake visits around China to raise the profile of the University in specific regions, including visits to agent offices, schools, institutions and attending education exhibitions.
- To work with overseas representatives and education agents to enhance the quality of the student intake, developing strong working relationships and delivering excellent customer service.
- To contribute to the China social media plan, and marketing and communications activities. To monitor social media, and contribute engaging content on Chinese digital and social media.
- To develop good working relationships with external organisations and institutions that support the university's international strategy.
- To nurture and maintain relationships and support project developments with our partners. This might involve delegation visits, students/staff exchanges, international summer schools and other activities.
- To provide market intelligence that contributes to the success of recruitment activities in the market, including intelligence on subject demand, and competitor activity including in the digital sphere.
- To provide a high standard of communication and excellent customer service to students and other stakeholders.
- To develop and supervise production of Chinese marketing materials.
- Undertake visits in China sometimes of significant length of between one to three weeks in duration.
- Provide regular updates and reports to the China Project Manager (CBBC) and the UK based China Manager, and attend regular meetings with the UK team.

- To support different forms of academic engagement in the region, such as arranging visits and online events.
- To support alumni events and support the development of the alumni network to support profile building and student recruitment.
- To maintain up-to-date knowledge of developments in national and international developments in international student recruitment.
- To attend or organise online and offline marketing activities which sometimes take place during unsociable hours.

This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.

### **Skills and qualifications**

#### **Essential:**

- Understand the importance of equality, diversity and inclusion in the workplace
- Fluent in English and Mandarin, with very strong written and spoken English language skills
- Educated to bachelor degree level or above
- At least two years of relevant work experience, preferably in the Higher Education sector, or in an education marketing or recruitment agency
- Excellent interpersonal and influencing skills, including the ability to spot opportunities
- Marketing and communication skills in traditional and digital media, and the ability to contribute to market plans
- Excellent communication and presentation skills
- Customer service orientated and willingness to continually improve customer service in line with developing best practice standards across the sector
- Ability to liaise with a wide range of stakeholders, including senior managers
- Creative and innovative approach to problem solving
- A proactive approach, a ‘can-do’ attitude, and the ability to work independently
- Willingness to travel frequently and a commitment to work flexible and unsocial hours as required, including evenings and weekends
- Ability to work with initiative, under pressure and manage multiple workloads simultaneously
- Well-developed administrative and organisational skills with a proven ability to pay attention to detail
- Computer literacy, including proficiency using Excel, Microsoft Word, PowerPoint

#### **Desirable:**

- Experience of managing social media platforms, such as WeChat public account is desirable.
- Experience of studying in the UK
- An alum of The University of Sheffield or another UK university.
- Experience of administering budgets, financial transactions and familiarity with foreign payments

The job holders will report administratively to CBBC's office managers in Guangzhou and functionally will report to and be supported by China Recruitment Manager based in the UK and the China Project Managers (CBBC) based in Shanghai.

**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 169K– RMB 195K** 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: [CBBCHR@cbbc.org](mailto:CBBCHR@cbbc.org). Please use "**University of Sheffield GZ – 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 18<sup>th</sup> May, 2021.**

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