



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

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

Regional Recruitment Manager, China (North China)

Package: Competitive salary and benefits package in the range between RMB 18000 -RMB 24000, based on matched qualification and experiences

Location: Beijing

Introduction about Malvern International

Malvern International is a global learning and skills development partner preparing learners to meet the demands of a professional life. Courses are delivered on sites in UK (London Kings Cross, University of East London, Wrexham Glyndwr University, Manchester and Brighton) with the option of studying across multiple campus' over the duration of the same course; and online through the Malvern Online – making step change education accessible while taking part in the learner's journey to success.

Malvern International plc group, which started back in Singapore in the mid-1980s and has grown to become a global learning and skills development partner with schools in the UK and Singapore.

Over 50,000 students from over 120 different countries have studied with Malvern International over the past 30 years and we continue to grow – adding Communicate School (Manchester), Malvern Online Academy (worldwide), and partnering with UEL (London) in the past year.

Website: www.malverninternational.com

Job Purpose

To deliver Malvern International's recruitment objectives in China from the North China Region, by developing and managing an extensive China-based agent network. This role will be responsible for developing and implementing sales & marketing activity plans.

The appointed candidate will have a proven track record within the pathway recruitment sector sales and have excellent communication skills.

Central to this role is the development of relationships with a range of stakeholders, the ability to be self-motivated and to drive results through:

- Strong internal and external relationships
- The ability to clearly and concisely across a diverse set of audiences
- Strong negotiation and influencing skills.

The successful candidate will be enthusiastic, target-driven, and a strong team player with a flexible approach to work. The role will involve extensive recruitment travel throughout North China with potential trips to other regions as required.

Main duties and responsibilities:

- To work with senior management within Malvern International to achieve student recruitment targets in China and through China-based agents.
- To build effective working relationships with the school colleagues and deliver collaborative recruitment activities to achieve enrolment targets.
- To develop a strong understanding of Malvern International's offering including overall brand positioning, individual brand messaging, programme propositions and the unique positioning, provision, and strengths of the schools with a view to promote our key services to students, parents, agents, and other institutions in China.
- To manage all aspects of the agent network for North China.
- To be fully aware and on top of UKVI developments for students wishing to study in the UK.
- To attend recruitment events and advise/counsel student enquirers/applicants.
- This summarises the main key responsibilities of your role but there may be other reasonable requests made and other responsibilities included from time to time.
- To drive effective relationships through developing a robust agent network in North China, and training for our partners.
- To provide comprehensive reports on regional visits, to disseminate these reports appropriately within the organization, and to ensure that market intelligence gained through recruitment activity is fed back to colleagues to inform future activity and the development of new products and services.

This job description is provided as a guide to the role. It is not intended to be an exhaustive description of duties and responsibilities and may be subject to periodic revision.

Skills, Qualifications & Personal Qualities:

Statutory requirements

Eligibility to live and work in China. Meet statutory and organisational child-safeguarding requirements. - Essential

Qualifications

- Educated to a minimum of degree level. - Essential

- Fluent in Mandarin Chinese (spoken and written). - Essential
- Fluent in English (spoken and written). – Essential
- Certified training in sales and/or marketing programmes. - Desirable
- Degree in a business or marketing- related subject and/or from UK University. – Desirable

Experience and knowledge

- Good understanding of sales and marketing processes in the international education sector. - Essential
- Experience of producing sales reports. - Essential
- Proven track record in delivering against recruitment targets in the international education sphere. - Essential
- Good understanding of the UK education system. - Essential
- Established relationships with agents and educational consultants in Northern China. – Essential
- Good understanding of UKVI regulations. - Desirable
- Good knowledge of the wider China region and its market trends. - Desirable
- Good initial understanding of the international GCSE and Sixth form market. – Desirable

Skills and abilities

- Ability to develop and execute sales plans. - Essential
- Excellent verbal and written communication skills. - Essential
- Excellent presentation skills. - Essential
- Skilled influencer and networker. - Essential
- Good relationship management and customer service skills. - Essential
- Ability to work both independently and collaboratively. - Essential
- Ability to work under pressure and meet tight deadlines. - Essential
- Good PC and database management skills. – Essential
- Experience in utilisation of a CRM system. - Desirable
- Demonstrated record in managing expenditure within a budget. - Desirable
- Experience in digital marketing. – Desirable

Personal qualities

- Has a highly organised approach to work.
- Thrives on exceeding sales targets.
- Ability to work independently with minimal supervision, as well as demonstrated ability to work in a team environment proactively and effectively.
- Acts with integrity at all times.
- Is a champion of the benefits and opportunities associated with international education.
- Adopts a ‘can-do’ approach offering innovative ways of responding to challenges.
- Ability to deal with ambiguity and change.

The job holder will report administratively to CBBC’s office managers in Beijing, and functionally will report to and be supported by Malvern International.

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 234K– RMB 312K 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: CBBCLPHR@cbbc.org. Please use “**Malvern 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 **20th October, 2021**.

Telephone enquiries and personal visits will NOT be accepted.