

**International Officer, China, University of Sussex**

**Department:** International Office

**Division:** Communication, Marketing and Advancement

**Location:** Chinese University of Hong Kong, Shenzhen

**Responsible to:** China Country Manager, the University of Sussex

**Package:** Competitive salary range between RMB 12,000– RMB 16,000 /month based on matched qualification and experiences

**Purpose of the post:**

1. To represent the University of Sussex through a range of international marketing and recruitment activities.
2. To support key initiatives identified to take place in China.
3. To undertake business travelling in China, including visiting agent offices, schools, institutions and attending education exhibitions
4. To provide high quality support in developing and sustaining strategic international partnerships with partner institutions.
5. To feedback intelligence that contributes to the success of recruitment activities overseas.
6. To provide high standard communication and excellent customer service to students and other stakeholders.
7. To provide support in developing the University's key international strategic areas of customer relationship management, marketing and communication, production of Chinese marketing materials, Chinese digital and social media, scholarships and bursaries, portfolio development and partnerships.
8. To maintain the daily updates on digital and social media platforms such as WeChat public account and Weibo.
9. To work with Careers and Employability Centre at Sussex to support the development of Internship programmes in the region.
10. To support development of International Summer Schools and Exchanges activities.
11. To develop good working relationships with external organisations and institutions that supports the University's international strategy.
12. To support different forms of academic engagements in the region.
13. To gather market intelligence that contributes to the understanding of China in particular the Southern China.
14. To support the strategic work of the International Office; assisting the development of strategic international partnerships that enhances international recruitment.
15. To provide effective support for other parts of the University for the local activities to take place in the aim of raising the University's branding awareness in the region and servicing the University's key stakeholders.
16. To scan market opportunities for the University to optimise its recruitment ambition as well as achieve other strategic aims.
17. To provide the local intelligence and statistical analysis for the University to inform portfolio development, and enhance its competitiveness in the region.

**Key Working relationships within the Institution:** International Office team, Admissions, Marketing, Alumni and Development Office, Director of Student Recruitment and International Affairs, PVC International, Academic Schools,

## **Main Duties**

**To implement the University's international marketing activities as determined by the Head and the Deputy Head of International Office and as directed by Senior International Officer (East Asia) and China Country Manager.**

1. Undertake visits to raise the profile of the University, attending education exhibitions, events and conducting student counselling.
2. Work with University colleagues, education agent, partner institutions and international schools to enhance the quality of the student intake.
3. Support research contributing to, annual Situational Analysis of priority countries, and yearly Operational Plans.
4. Support the account management for overseas representatives developing strong working rapport and responsive customer service.
5. Support the China Country Manager in maintaining contacts with institutions and key individuals in China (e.g. British Council, funding bodies, agents, Embassies, Education UK, international schools) and contributing to UK or international activities with a view to strengthening the University's general profile, International activities, partnerships, exchanges and research collaboration.
6. Support the Head of International Office, Deputy Head of International Office, Senior International Officer (East Asia) and China Country Manager in ensuring all publicity material is comprehensive, up to date and relevant to the target region.
7. Maintain and update digital and social media platforms such as WeChat public account and Weibo.
8. Support the development and management of Internship programmes in the region.
9. Nurture, maintain relationships and support project developments with our institutional partners. This might involve delegation visits, students/staff exchanges, international summer schools and other activities.

## **To develop team co-operation and supportive environment**

1. Contribute to the development a positive team working environment seeking opportunities to co-ordinate activities.
2. Ensure continued self-development by engaging with staff training programmes.
3. Foster and maintain a collaborative, positive and supportive team culture.

## **To support the strategic work of the Head of International Office and the International Office**

1. Monitor and review market intelligence, report to China Country Manager and making recommendations as requested.
2. Support the review and revision of the University international strategy and annual operating plan.

## **To provide proactive support to academic Schools in developing and maintaining their international strategies.**

1. Encourage academic engagements in the region. Support regional working groups and academics to foster good cross-departmental working relationships.
2. As directed, support School international objectives and to assist in the development and implementation of their international strategies in China.

3. Advise and assist visits by Sussex academic staff to target regions in co-ordination with Senior International Officer (East Asia) and China Country Manager.
4. Support regular overseas alumni events and feedback on meetings with alumni to the Alumni Relations officer and Director of Development and Alumni Relations.

**To provide support in developing the University's key international strategic areas of customer relationship management, marketing and communication, production of Chinese marketing materials, Chinese digital and social media, scholarships and bursaries, portfolio development and partnerships.**

1. Provide feedback to ensure that the current ranges of international student promotional materials we offer are appropriate to target audiences.
2. Inform of trends within social media, websites and online marketing channels where appropriate.
3. Maintain and update digital and social media platforms such as WeChat public account, Weibo and other social media platforms. Ensure latest updates are disseminated and shared with stakeholders.
4. Ensure that activities are customer service orientated and update on areas of good practice observed within the sector.
5. To develop and supervise production of Chinese marketing materials.
6. Provide feedback on the attractiveness of the University's scholarship and bursary programme.

#### **Other duties**

1. Undertake visits in China sometimes of significant length of between one to three weeks in duration.
2. Provide regular updates and reports to China Country Manager.
3. To attend regular trainings in UK.
4. Keep abreast of national and international developments that affect the recruitment and retention of international students.
5. 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.

#### **Person Specification**

The ideal candidate will possess:

- Fluent English and Mandarin (very strong written and spoken English language skills are absolute essential);
- Bachelor degree or above; experience of studying in the UK is desirable;
- At least two years of relevant work experience, preferable from Higher Education, marketing or recruitment background;
- Good interpersonal and influencing skills, including an ability to spot opportunities;
- Excellent communication and presentation skills;
- Willingness to travel both within Mainland China frequently and to the UK or other overseas countries/regions when required;
- Able to work flexible and unsocial hours as required, including evenings and weekends;

- Computer literacy, including familiarity with Microsoft Word, PowerPoint and Outlook, is expected;
- Experience of managing social media platforms, such as WeChat public account is desirable;
- A proactive approach and the ability to work with the minimum of supervision.

**Benefits and conditions of employment**

The gross monthly package for this position is RMB 12,000– RMB 16,000 per month, depending on qualifications and experience. Appointments will be made under the establishment of the Chinese University of Hong Kong, Shenzhen and statutory benefits will be provided according to the prevailing labour laws applicable in the PRC.

**The appointee will be based at the Chinese University of Hong Kong campus in Shenzhen, PRC.**

**Interested candidates are invited to send a Cover Letter and Expected Salary together with detailed CV to the following email address: [michellehuang@cuhk.edu.cn](mailto:michellehuang@cuhk.edu.cn). Please use “University of Sussex – 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 **28 January, 2022.**