



**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.cbbs.org>.

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



**University of
Reading**

Project Manager – University of Reading, Nanjing

Package: Competitive Gross salary range between RMB 11,000 - RMB 12,000 per month before tax, based on matched qualification and experiences

The University of Reading has been at the forefront of UK higher education for nearly a century. Over the decades we have become innovators and pioneers, pushing academic boundaries and leading social change. It is a global University that enjoys a world-class reputation for teaching, research and enterprise. The University continues to evolve, reflecting an ever-changing world, which drives the development of our areas of research excellence and strength. It is committed to maintaining a supportive, challenging and high-quality experience for students and staff alike and to preserving the heritage and beauty of some of the most beautiful university campuses in the UK. For more information please visit our website: www.reading.ac.uk

The Role:

The purpose of the role is to work collaboratively with the Senior Project Manager in China, Regional Manager and Senior Regional Manager (both based in Reading) providing in-country support for their work to raise the profile of University of Reading in China, to promote the University as a high quality higher education institution, support the expansion of partnerships between the University and higher education institutions in China, contribute to the China digital campaign, provide immediate support and advice for students applying to the University and provide support to University staff visiting China. The Project Manager will be expected to travel extensively within China and visit University of Reading occasionally for training and familiarisation activities.

This role represents an exciting career development opportunity for someone looking to be part of University of Reading's long-term ambitions in China.

The job holder will report administratively to CBBC's office managers in Nanjing and functionally report to and be supported by the Senior Project Manager, University of Reading (based in Beijing).

The role is a two-year fixed post.

Responsibilities:

Partnerships

- To support the day-to-day activity of University of Reading's work with its current and potential partners, including schools and universities

- Supporting students from our partner universities by providing information on the admissions, accommodation and arrival process to ensure conversion
- Supporting academic staff when they are working in China to ensure satisfactory outcomes, e.g. by organising visits to partner institutions
- To proactively engage with partners in China and International Partnership Team in the UK in order to maximise recruitment from partners of Chinese institutions

Recruitment

- Play a key role in meeting University of Reading's China recruitment targets; with a particular focus on diversity by subject and level of study
- Support the University's in-country network of agent representatives, ensuring they are fully briefed on University of Reading's programmes and developments
- Manage in-country enquiries from agents, students, schools and various stakeholders
- Take a key role in representing the University at recruitment events in China

Marketing and Market Development

- Play a supporting role in University of Reading's China website and social media campaign
- Provide market intelligence, through market research and competitor analysis reports
- Support the Senior Project Manager in developing Reading's brand within the market
- Play an important role in developing market specific promotional materials

External organisations

- To maintain good relations with external organisations, including the British Council, China Scholarships Council and the press

Management and Planning

- Regularly advise the Senior Project Manager of marketing and admissions issues, providing reports and guidance
- To undertake any other duties commensurate with the role as determined by the Senior Project Manager, Regional Manager and Head of International
- The postholder is also expected to contribute to other projects that contribute towards the development of Global Recruitment and Admissions (International Team)
- Collaborate with key stakeholders such as alumni, International Partnership Team, Marketing and Communication Engagement, academic schools and University of Reading Malaysia campus

Skills & Qualifications:

The ideal candidate will demonstrate the following skills/knowledge:

Essential

- Specialised knowledge of the Chinese higher education market in recruiting students to the UK
- Proven experience of at least one of the following: international marketing, project management or digital campaign work
- Proven experience in conducting market research and writing proposals
- University degree or an equivalent qualification
- Excellent interpersonal skill and ability to develop professional relationships
- Significant administrative experience, with the ability to work to a planned schedule, meeting objectives in a timely manner
- Computer literacy in all Microsoft packages
- Problem solving and organisational skills to deal with complex and difficult situations as they arise
- Excellent presentation skills both in English and in Chinese
- Ability to maintain good communication and remain self-motivated whilst working in a satellite office
- Fluent Mandarin Chinese (mother tongue)
- Fluent in English; listening, reading, speaking and writing (level of English expected: IELTS 6.5 or equivalent)

Desirable

- Knowledge of the UK higher education sector
- Experience of working in a remotely managed team
- Experience of overseas study/living
- Student advice (admissions, immigration) and customer relations experience

Benefits and conditions of employment

CBBC offer competitive packages which include basic gross salary, social insurance, medical insurance, housing fund and generous leave entitlement.

The gross annual package for this position is RMB143K– RMB156K 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@cbc.org. Please use “**University of Reading – 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 24th June 2022.

Telephone enquiries and personal visits will NOT be accepted.