

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 Lincoln and CBBC is currently looking to recruit a candidate for the following position, which will be based in Shanghai.

**China Recruitment Manager (East and Southwest) —University of Lincoln
Shanghai**

Package: Competitive salary range between RMB 120,000 - RMB 200,000 per year before tax, based on matched qualification and experiences, with bonus package applies.

Institution introduction:

There are many great reasons why our students and staff are proud of the University of Lincoln, including our inspirational teaching, world-leading research, and close links with industry. Situated in the heart of a beautiful and historic city, we are placed among the top 20 universities in the UK for student satisfaction in both the Complete University Guide 2022 and the Guardian University Guide 2022.

The University of Lincoln is featured among the world's top 150 young universities in Times Higher Education's (THE) Young University Rankings 2022, which recognises the world's best universities under 50 years old. We were also awarded a top five-star score overall in the prestigious QS Stars rating system of global universities.

Choosing what to study and where is a big decision to make, especially when considering going to a university in another country. The University of Lincoln's dedicated International Office team provide a range of services to help prospective students from outside of the UK to make an informed choice.

The China Recruitment Manager (East and Southwest) will play an important role in helping to promote what makes Lincoln a special place to live and learn. The post holder will be part of the University's high performing International Office team based in China, and will lead the University's student recruitment and marketing activities across East and Southwest China. The role will report directly to the China Country Recruitment Manager who is based in Beijing.

The post holder will be expected to:

- Support the implementation of the University's Internationalisation plan, China development strategy and the achievement of international student recruitment targets in designated markets;

- Plan, undertake and evaluate a year-round calendar of marketing and student recruitment activities across East and Southwest China;
- Build, manage and develop the agent network in designated markets;
- Manage and enhance the institutional recruitment partnerships network;
- Contribute to the development and enhancement of an attractive portfolio of University of Lincoln programmes which are in-line with stakeholder expectations;
- Produce regular reports with market intelligence and industry best practice, and to develop appropriate recommendations and innovative solutions in direct response;
- Plan, implement and evaluate a range of in-country marketing campaigns and recruitment initiatives.

Company Website:

<https://www.lincoln.ac.uk/>

Job Description

Key responsibilities in the role would include but not limited to:

1. Student Recruitment

- Work in conjunction with the International Partnership and China development Manager and China Country Recruitment Manager, to plan, deliver and evaluate a forward calendar of recruitment activities across East and Southwest China;
- Advise potential students and key influencers on study options, fees and funding, application procedures, accommodation and required entry qualifications in a timely and accurate manner;
- Devise and deliver relevant and targeted presentations to partner institutions, potential students, parents, agents, and other stakeholders, ensuring information is factually correct and in-line with University brand guidelines;
- Develop and implement a range of conversion initiatives and supporting platforms in conjunction with internal and external colleagues with a view to increasing enquiries, applications, and enrolments.

2. Education Agent Network

- Manage and develop a network of agents in designated markets by setting and monitoring targets, providing regular training and support, and ensuring compliance with relevant policies and procedures;
- Work with key agents in initiating and preparing marketing and recruitment campaigns to enhance student recruitment numbers to the University.

3. Partnership development

- Manage and develop the University's partnership network and identify new opportunities to grow and expand the recruitment channel;
- Communicate regularly with accurate information in support of partners' student recruitment, application, and conversion;
- Work in conjunction with academic departments and other key internal stakeholders in fostering positive and purposeful working relationships with partners.

4. Marketing

- Work with internal and external stakeholders in developing profile-raising advertising/PR campaigns.
- Joint operationalise the development of the University of Lincoln's social media and digital engagement in China, including the University's website;
- Increase digital presence and lead generation capabilities of the University internationally

5. Market research and insight

- Review market demand for the University of Lincoln's programme portfolio across designated markets, and to feedback findings and recommendations to the International Office;
- Provide monthly reports of activity and future market engagement plans, as well as feedback from in-country stakeholders;
- Stay up-to-date with the latest country recruitment trends, sector wide developments and changes across the global student recruitment landscape.

6. General

- Undertake other activities as required and contribute fully to the work of the University of Lincoln's International Office;
- The post holder will be expected to work independently and as part of a team on developing a range of innovative recruitment initiatives and campaigns which deliver return on investment;
- The post requires a flexible approach to accommodate unsociable hours and in-country travel (up to 20 weeks per year and additional if required).

The allocation of responsibilities and regional markets may change from time to time at the discretion of the International Partnership and China Development Manager.

Job Requirements

The ideal candidate will possess:

	Person Specification	Essential (E) or Desirable (D)
Experience / qualifications	<ul style="list-style-type: none">• Educated to Degree standard or above from an overseas university, ideally from the UK• Experience of working in the higher education sector and /or knowledge of UK higher education• Experience of working in a marketing, sales, or customer-facing role	E
	<ul style="list-style-type: none">• Experience of student recruitment in higher education institutions, pathway providers or education agents	D
Skills and Knowledge	<ul style="list-style-type: none">• Excellent event and project management skills• Excellent presentation skills• Strong administration and IT skills	E

	<ul style="list-style-type: none"> • Ability to manage multiple priorities • Excellent bilingual skills in Mandarin Chinese and English (both written and verbal) • Capacity to deal with sensitive issues in complex situation with influencing and negotiation skills 	
	<ul style="list-style-type: none"> • Experience of using China social media platforms in a professional context • Experience of developing and designing a range of marketing materials 	D
Competencies and Personal Attributes:	<ul style="list-style-type: none"> • Be target driven/results orientated • Positive under pressure and have a can-do and problem-solving professional attitude • Ability to work effectively as part of a team and on own initiative • Confident, self-motivated, adaptable, and calm under pressure 	E
Business Requirement	<ul style="list-style-type: none"> • Flexible in working hours - to accommodate unsociable hours and overseas travel (up to 20 weeks travel each) 	E

The job holder will report administratively to CBBC's office managers in Shanghai, and functionally will report to and be supported by the University of Lincoln.

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 "University of Lincoln SH – 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 midnight 6th September 2022.