



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.cbcc.org>.

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

Education Liaison Officer (East Asia) – University of St Andrews

Location: Shanghai (open to Guangzhou and Chengdu)

There may be a possibility of the post being based in Guangzhou or Chengdu for an exceptional candidate

Package: Competitive salary range between RMB 10,000 – RMB 15,000 /month based on matched qualification and experiences

This role is working and representing across two departments: Admissions and International Education Institute (IEI) at the University of St Andrews.

Reporting to: Regional Manager (East Asia)

Job Family: Managerial, Specialist & Administrative

Fixed Term: 3.5 years

More information about IE can be found on our website at <https://www.st-andrews.ac.uk/international-education/>

Main Purpose of Role

The role of Education Liaison Officer (East Asia) is an exciting opportunity to work under the leadership of the Regional Manager (East Asia) and Assistant Director of Admissions (Recruitment, Conversion and Innovation), with an additional reporting line to the International Education Institute, to develop primarily China and East Asia markets in a rapidly changing environment. To nurture and develop our existing contacts and develop new relationships to progress the St Andrews brand and footprint there. The successful candidate will guide the most academically able students through the process from enquiry to admission at the University of St Andrews. A confident communicator, you will liaise with

applicants and their influencers. You will assist the Regional Manager (East Asia) in collecting and assessing high volumes of market intelligence and data, synthesise this and produce recommendations and proposals to peers and senior managers through various reports, presentations and meetings. You will assist for decision making on applications, building on and broadening your knowledge and understanding of different education systems. You will represent the University of St Andrews and promote a range of programmes with the focus on International Foundation and postgraduate activities. You will help contribute to the digital recruitment strategy for International Foundation, undergraduate and postgraduate taught recruitment.

The post holder will be expected to contribute to the development of processes to support the functions of the Admissions Unit, as well as to liaise with a report regularly to the International Education Institute. You will also need to ensure high standards of customer service.

The role will help the Admissions team and the International Education Institute to ensure that all students are supported throughout the admissions process. To do this, the post holder will be comfortable working within a team with data while being able to design, support and deliver high quality, fit for purpose reports and be comfortable working with a wide variety of stakeholders.

You will be committed, highly-motivated, pro-active and be able to deliver recruitment and admissions activities to ensure we continue to attract the most academically able applicants to the University whilst managing the most effective use of your time.

The successful candidate will be an outstanding communicator bringing creative ideas to the Admissions and International Education Institute teams.

Main Responsibilities

- Work with the Regional Manager (East Asia) to ensure the region meets ~~or exceeds~~ target in line with the recruitment strategy.
- Work with the International Education Institute's Assistant Director (Recruitment and Administration) to ensure the International Foundation programmes recruit to target.
- Recruitment will include planning and undertaking significant digital and in-country recruitment activity in the East Asia while having ongoing consultation and communication with the Regional Manager to ensure all market insight is captured and recruitment opportunities are maximized.
- Contribute to marketing plans (Regional Engagement Plans, Market Engagement Plans and Executive Summaries) as agreed with Regional Manager.
- Providing regional reports as required by the Regional Manager
- Providing regular updates on International Foundation programme recruitment activities to the International Education Institute's Assistant Director (Recruitment and Administration) and Assistant Director of Admissions
- Distill relevant market intelligence arising in recruitment trip reporting and disseminate to Admissions and International Education Institute colleagues in a timely manner, using efficient communication channels.
- To coordinate aspects of the admissions information, using data to create reports on monitoring and evaluation of activities.
- Providing market intelligence that assists the University in averting risk and maximising our brand and reputation and recruitment objectives.

- Providing accurate and relevant advice for Admissions, International Education Institute and other University staff on qualifications and advising academic Schools on East Asia recruitment opportunities.
- Preparing and delivering presentations on the University of St Andrews and Higher Education in general to Schools, Colleges and Universities
- Assessing application forms and assisting admissions decision making guided by Admissions policy and defined procedures.
- Respond to project enquiries by phone, email and in person.
- Planning, organising, developing and ensuring the effective delivery of admissions information.
- Contribute to developing robust communication and social media plans for China and other countries in East Asia as well as marketing materials tailored to specific markets, managing social media channels and social media intern.
- Deputise for Regional Manager (East Asia) when required.
- Performing any other relevant duties as designated by the Assistant Directors/Deputy Directors/Director of Admissions, the International Education Institute's Assistant Director (Recruitment and Administration) or Director, or other relevant senior managers on a project basis.

Special Requirements:

The post holder will be expected to work outside normal office working hours including some weekend work. An enhanced PVG check, valid passport and driving licence will also be required.

Please note that this job description is not exhaustive, and the role holder may be required to undertake other relevant duties commensurate with the grading of the post. Activities may be subject to amendment over time as the role develops and/or priorities and requirements evolve.

Person Specification

- **Education & Qualifications**
Essential Criteria: Undergraduate Degree or Equivalent
Desirable: A relevant postgraduate degree or professional qualification
- **Experience & Knowledge**
Essential Criteria:
 - Minimum of two years' experiences in developing activities in a relevant field within East Asian markets.
 - Sound knowledge of the UK and East Asian Education system.
 - An understanding of current issues related to Higher Education.
 - Ability to work within the Data Protection legislation to maintain a high level of confidentiality and discretion regarding all prospective students.
 - Experience working in digital recruitment, and social media platforms.

- Proven experience of working unsupervised and the ability to prioritise work.

Desirable:

- Experience, knowledge and understanding of the UK and/or international education environment.
- Experience and/or understanding of Scottish Higher Education.
- A detailed understanding of the University of St Andrews and its activities.
- Knowledge of postgraduate recruitment for taught and research applicants.
- Experience in working with agents and agent-related activities.
- High levels of numeracy, including the ability to manage information and records clearly and accurately.

- **Competencies & Skills**

Essential Criteria:

- Good organisational and problem solving skills
- Good written communication skills. Ability to communicate with a wide range of people.
- Ability to develop a rapport with young people and their influencers and stakeholders and via digital and social media tools.
- Effective use of Microsoft Office Suite (Word, PowerPoint, Excel, Access, TEAM)

Desirable:

- A good level of competency in statistical analysis
- Experience of delivering messages across various platforms specific to the demands of audience.

- **Other Attributes/Abilities**

Essential Criteria:

- Ability to work as part of a team, as well as work independently to set and achieve daily tasks; ability to use initiative to solve complex problems, and ability to seek clarification and direction when necessary.
- High standard of presentation skills
- Excellent customer care skills.

- Fluent or high-level competency in Mandarin Chinese.
- Travel fit.

- Frequent travel will be expected and will require flexibility, self-motivation and determination to succeed.

- Flexible approach to working patterns and a willingness to work non-standard hours, including evening and weekend working.

Desirable:

- Ability to work in a high pressured and fast paced environment

Essential Criteria – requirements without which a candidate would not be able to undertake the full remit of the role. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the short listing stage.

Desirable Criteria – requirements which would be useful for the candidate to hold. When short listing, these criteria will be considered when more than one applicant meets the essential requirements.

Benefits and conditions of employment

We offer a competitive package, which includes basic salary, good leave entitlement, housing fund and insurance plan, etc. The gross month salary range is between RMB 10,000 – RMB 15,000 based on matched qualification and experiences. We also provide excellent platform for development opportunities and a 22-day annual leave entitlement in pro rate.

Interested candidates are invited to send a written application letter together with their detailed CV (in both English and Chinese, an indication of expected salary, and relevant supporting certificates to CBBCLPHR@cbc.org by 16th September 2022.

We regret that only short listed candidates will be notified.

Telephone enquiries and personal visits will NOT be accepted.