



## **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>.

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In conjunction with our member organisation, Durham University, CBBC is currently looking to recruit a candidate for the following position.

### **Digital Marketing Manager (China) – Durham University**

**Location:** Beijing

**Package:** Competitive Gross salary range between RMB 15000 – RMB 20000 per month (13-month scale) based on matched qualifications and experiences.

#### **Durham University:**

Durham University is one of the world's top universities with strengths across the Arts and Humanities, Business, Sciences and Social Sciences. We are home to some of the most talented scholars and researchers from around the world who are tackling global issues and making a difference to people's lives. The University sits in a beautiful historic city where it shares ownership of a UNESCO World Heritage Site with Durham Cathedral, the greatest Romanesque building in Western Europe. A collegiate University, Durham recruits outstanding students from across the world and offers an unmatched wider student experience.

#### **The Role:**

We are seeking to appoint a Digital Marketing Manager (China) in Beijing. The post holder will report to the China Country Director based in Beijing, and work closely with the Marketing & Communications Office and the International Office based in the UK. We are looking for someone who is experienced, driven and skilled in digital marketing, social media management, market research, relationship management and project management.

The role will have a specific focus in developing digital marketing plans and producing contents that serves Durham's brand promotion in China, and in managing Durham's Chinese social media profiles on sites. The role will also be expected to contribute across a range of the University activities in China to support the University's wider international strategies.

#### **Main responsibilities:**

1. Develop, implement and monitor a digital marketing strategy that enhances the reputation and brand identity of Durham University in the region. This will be underpinned by an annual plan which includes key objectives and an outline of planned activities, developed, and agreed with the China Country Director.
2. Lead the planning and day-to-day operational management of the University's Chinese social media channels, where relevant, working closely with internal UK based marketing teams and external agencies.
3. Plan and implement appropriate marketing campaigns building favourable awareness and demand among the target audiences in China that enable the University to achieve its marketing and recruitment targets and wider strategic goals.
4. Edit, curate and commission content for digital campaigns, including design assets and video production, ensuring appropriate tone, language and branding.
5. Provide high-level market intelligence and insights through monitoring the University's presence on digital channels, with providing regular reports.
6. Act as an expert advising internal colleagues about customer acquisition techniques in China using PPC, display, social media, email, content marketing and other digital channels.
7. Contribute to budget planning for specific campaigns, following up on media opportunities, identifying needs and resource implications. Manage any budgets allocated and deliver agreed activities on time and within budget.
8. Support the University's wider engagement in China by
  - 1) Attending recruitment events and other events to support the university's strategic goals in the region, as required
  - 2) Developing regional digital and printed materials support the implementation of marketing and recruitment plans in-country.
  - 3) Providing operational support to the China Country Director and support delegation visits to China by relevant Durham University staff.
9. Perform such other duties, appropriate to the grade, as directed by the China Country Director or senior managers in the International Office and Marketing & Communications office.

#### **Education**

- Essential: degree level education
- Desirable: degree level education at an UK university

#### **Essential requirements:**

- Fluent English and Mandarin (very strong written and spoken English language skills are an absolute essential).
- A minimum three years' relevant working experience
- Demonstrate in-depth understanding of the UK and China education system and global student mobility
- Ability to professionally represent the brand, tone of voice, values and objectives.
- Excellent knowledge and track record managing social media channels, including how to attract growing audiences, identify upcoming trends, and develop and maintain engagement on a wide range of social platforms.
- Hands-on experience of managing and executing B2C campaigns, including planning, implementation, monitoring and evaluation.

- Proven organisation and project management skills, and the ability to prioritise and manage competing demands.
- Excellent communication and interpersonal skills including effective influencing, negotiation, team working and senior stakeholder engagement.
- Thorough and organised approach, with high levels of attention to details.

**Desirable requirements:**

- Familiarity with using paid-for digital media (e.g. PPC, display advertising).
- Understanding of regulatory frameworks (e.g. data protection) and how they impact on marketing activity.

**How to Apply**

We 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 RMB 195000 – 260000RMB based on matched qualification and experiences. We also provide an annual pro rata leave entitlement of 22-days.

Interested candidates are invited to send a **one-page cover 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](mailto:CBBCLPHR@cbc.org). Please use “**Durham University – Candidate Name**” as the subject of the email.

We regret that only shortlisted candidates will be notified and that applicants who fail to provide a cover letter and use wrong subject of the email will not be considered.

The closing date for applications is **17th November 2023**. Shortlisted applicants are likely to be invited for interview in Beijing in the week of 6<sup>th</sup> December.

Telephone enquiries and personal visits will NOT be accepted.