



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 Sheffield, CBBC is currently looking to recruit a candidate for the following position, which will be based in Beijing.

China Recruitment and Marketing Executive — The University of Sheffield

Location: Beijing

Package: Competitive salary range between RMB12,000 – 15,000 month (13-month scale) based on matched qualification and experiences

CBBC is looking to appoint a **China Recruitment and Marketing Executive** who will be based in Beijing. You will be an excellent communicator and a committed team-player, supporting the delivery of the University's recruitment strategy in China.

You will be representing a university with a global reputation for excellence, with an outstanding student experience, a long-standing commitment to international students and a track record of successful engagement with China.

You will work closely with the Sheffield-based Global Engagement department as well as the China based Project team (CBBC) that bring together expertise to support the University's vision to be a globally leading university that connects knowledge and cultures across borders. Colleagues within the Global Engagement team work on a number of international areas and lead on and support, among others, international student recruitment, student exchanges and summer schools, staff mobility, research opportunities, and international partnerships.

Reporting directly to the Senior International Recruitment Manager based in Sheffield, UK, your role will specifically support the International Recruitment team's goals through implementation of the China Market plan. The job holder will also report administratively to CBBC's office managers in Beijing.

More information on the University can be found at www.sheffield.ac.uk/international and www.sheffield.ac.uk/global.

As well as the China Project Team (CBBC) based in Shanghai, and Guangzhou, we have colleagues based in South East Asia (Kuala Lumpur, Malaysia), India, Nigeria and USA who focus on the recruitment of international students and work closely with the Sheffield based teams to support the wider remit of Global Engagement.

This post is a fixed term maternity cover for 9 months.

Your role

The China Recruitment Officer role sits within the International Recruitment team. We are responsible for the recruitment and conversion of international students to the University.

You will support the work of the China International Recruitment Manager based in the UK and the China Project Team (CBBC) based in Shanghai and Guangzhou, working as a team together to achieve the recruitment strategy for the University by implementing marketing and recruitment activities across China.

You will carry out recruitment and promotional activity, support recruitment agents, develop excellent relations with schools and partner organisations and provide on-the-ground market intelligence to contribute to strategic and operational planning. You will provide specialist information and advice to a range of customer groups on all aspects of the University such as application procedures, academic courses, and facilities, tailored to the audience's needs. You will also liaise with colleagues in academic departments and across a range of the University's Professional Services sections.

You will make a positive impression of the University on potential students, parents, partners and stakeholders, being an ambassador for the University at education events, in counselling sessions, and in formal presentations at schools and universities.

You will join a highly motivated team, bringing the same enthusiasm and the ability to deliver a high level of service at all times.

Key stakeholder relationships include the University's official education agencies and advisers, university partners, school counsellors, alumni and China-based UK organisations including the British Council. This post will involve significant travel within China, and occasional travel overseas.

Responsibilities

- To implement the University's international recruitment and marketing activities as directed by the Senior International Recruitment Manager (East Asia).
- To represent the University and organise and undertake recruitment visits around China to raise the profile of the University. This will include representing the University at exhibitions, educational institutions and international schools, pre-departure briefings, agent offices and engaging with other stakeholders.
- To work with education agents to enhance the quality of the student intake, developing strong working relationships and delivering excellent customer service.
- To provide high quality market intelligence enabling the identification of new opportunities to optimise international student recruitment, including intelligence on subject demand, and competitor activity including in the digital sphere.
- To develop good working relationships with external organisations and institutions that support the university's international strategy.
- To nurture and maintain relationships and support project developments with our partners. This might involve delegation visits, students/staff exchanges, international summer schools and other activities.

- To provide a high standard of communication and excellent customer service to students and other stakeholders.
- To develop and supervise production of Chinese marketing materials.
- Undertake visits in China sometimes of significant length of between one to three weeks in duration.
- Provide regular updates and reports to the UK based China International Recruitment Manager, and attend regular meetings with the China Project Team (CBBC) and the UK team.
- To support different forms of academic engagement in the region, such as arranging visits for Sheffield staff and online events.
- To support alumni events and support the development of the alumni network for profile building and student recruitment.
- To maintain up-to-date knowledge of developments in national and international market developments in international student recruitment, to provide regular tailored updates to the university to facilitate policy and recruitment decisions.
- To attend or organise online and offline marketing activities which sometimes take place during unsociable hours.
- Assist in training and development of relationships with education advisors acting on behalf of the University, and answer enquiries from agents and students in a prompt manner.
- Identify opportunities for the University to promote all of its programmes and at all levels, including specialist subject areas, across China.
- To build and develop relationships with international schools, delivering activities that will support the University in its international aims.
- Advise prospective international students on their applications to the university.
- Assist the International Recruitment Manager with China promotional activity to raise the profile and brand of the University including academic missions, research initiatives, alumni events etc.
- To work with the International Recruitment Manager to initiate, plan and organise local recruitment/conversion focused events in targeted cities including agent workshops/conferences, offer-holder and pre-departure events.
- Assist the International Recruitment Manager and China Project Team to organise and support/plan recruitment activities of university visitors to China, including planning logistics.

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.

The post-holder may be required to undertake other duties of similar level and responsibility as may be required.

Skills and qualifications

Essential:

- Fluent in English and Mandarin, with very strong written and spoken English language skills
- Educated to bachelor degree level or above
- Excellent interpersonal and influencing skills, including the ability to spot opportunities
- Demonstrable knowledge of the UK, especially the UK's Higher Education Sector.
- Student recruitment experience and the ability to contribute to market plans

- Excellent communication and presentation skills
- Customer service orientated and willingness to continually improve customer service in line with developing best practice standards across the sector
- Ability to liaise with a wide range of stakeholders, including senior managers
- Creative and innovative approach to problem solving
- Ability to see the bigger picture and how team goals support university goals
- Ability to make well thought out decisions which have considered all the available information, and which support individual, team and University goals
- A proactive approach, a 'can-do' attitude, and the ability to work independently
- Willingness to travel frequently and a commitment to work flexible and unsocial hours as required, including evenings and weekends
- Ability to work with initiative, under pressure and manage multiple workloads simultaneously
- Well-developed administrative and organisational skills with a proven ability to pay attention to detail
- Computer literacy, including proficiency using Excel, Microsoft Word, PowerPoint
- Understanding of the general principles of Student Visa regulations
- Knowledge of the Chinese Education system
- Understand the importance of equality, diversity and inclusion in the workplace

Desirable:

- Experience of studying in the UK
- An alum of The University of Sheffield or another UK university.
- One to two years' relevant work experience, preferably in the Higher Education sector, or in an education marketing or recruitment agency

Benefits and conditions of employment

We offer competitive packages which include basic gross salary, social insurance, medical insurance, housing fund and generous leave entitlement. We also provide an annual pro rata leave entitlement of 22-days.

Interested candidates are invited to send a letter explaining how your skills, competencies and experience meet the skills and qualifications set out above, and an indication of your current salary and expected salary together with a detailed CV to the following email address: CBBCLPHR@cbbc.org. Please use "Sheffield University – 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 **8th December 2023**.

Telephone enquiries and personal visits will NOT be accepted.