

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, Aston University, CBBC is currently looking to recruit a candidate for the following position, which will be based in Beijing (Ideally in Beijing, but open to other cities too)

Recruitment Officer – Aston University

Beijing (Open to other cities)

Package: Competitive salary range between RMB14,000 - RMB 16,000/month (13-month scale) based on matched qualification and experiences

Aston University has ambitious growth plans to expand both the scale and depth of its international activities across the full range of our education portfolio as part of the Aston 2030 Strategy. This strategy will establish Aston University as a leading international university, both at our home campus and our globally distributed hubs.

As the University embarks on this strategy, it is looking to recruit a dynamic candidate to support the Country Manager to manage activities across key development regions and markets for the University. The post will contribute to the implementation of the China engagement strategy which helps Aston University's to enhance the brand presence in China and delivers against income targets for China.

The post holder will report directly to China Manager, based in Guangzhou, with whom he/she will work closely. Travel across certain regions within China is needed as an essence of the job and, during peak seasons, weekend work will be required.

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

Main Duties/Responsibilities:

Manage the Regional Student Recruitment Sales Pipeline

- To support the university to deliver China engagement strategy to generate enquiries, leads, applications and subsequent enrolments for the University's degree programmes through comprehensive recruitment pipelines.
- Provide professional and accurate advice and assistance to prospective students or counselors interested in Aston University as a destination of study.
- Be responsible for proactively managing agent network, building meaningful relationships and delivering successful outcomes.
- Plan, organize, participate or implement a range of recruitment events such as education exhibitions, school fairs, agent workshops, student-facing events and etc.

to drive the student enrollment and raise the presence of Aston University. This will require the ability to plan own travel schedule effectively.

- Assist in development of market specific information and promotional material for the University. Assist in researching and undertaking marketing campaigns with external organisations in conjunction with the university's Marketing team.

Job Requirements

Educational and Qualifications

- Educated to a Bachelors Honours degree or above.

Experience

- 1 to 3 years of work experience, preferably in education, sales & marketing or other customer-facing fields.
- Creative experience and knowledge in operating Chinese social media platforms such as WeChat, RED, Weibo and etc.
- Proven ability to plan and execute promotional events or marketing activities.

Aptitude & Skills

- Excellent English and Mandarin language skills. It is essential that the post-holder be fully fluent in both languages with strong written and oral communication skills.
- Effective in practical information technology skills including PowerPoint, Excel and database systems. The ability to handle statistics to produce reports from findings.
- Proven ability to be pro-active, to prioritise tasks and work independently as well as in team setting in a complex and developing area.
- The ability to undertake extensive independent business travel, domestically and infrequently internationally
- Able to develop and maintain productive relationships with internal and external customers, including B2B and B2C relationships

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 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 "**Aston University – Candidate Name - City**" 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 email will not be considered.

The closing date for applications is **31st July 2024**. We encourage early applications. We will be reviewing applications as they come in therefore you may be contacted before the closing date if we wish to take forward your application.

Telephone enquiries and personal visits will NOT be accepted.