



**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.cbbc.org>.

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



Project Manager – Henley Business School, Shanghai

Package: Competitive Gross salary range between RMB 18,000 - RMB 22,000 per month before tax, based on matched qualification and experiences

Henley Business School is a triple-accredited elite business school and part of the University of Reading. With campuses, offices and partnerships around the world, over 7,000 students from more than 100 countries and approaching 97,000 alumni from 160 countries, we are a truly international institution. Our courses are enriched by up-to-date knowledge, research, and commercial experience, and aimed at students and professionals at every stage of their career – from undergraduate through to postgraduate, PhD, MBA, DBA, and executive education. For more details, please visit www.henly.ac.uk

The Role:

The purpose of the role is to work collaboratively with the Regional Manager and Head of Recruitment Marketing (both based in the UK) providing in-country support for their work to raise the profile of Henley Business School in China, to promote the business school as a high-quality elite business school, provide immediate support and advice for students applying to the business school, and support postgraduate student recruitment and conversion. The Project Manager will be expected to travel extensively within China and visit Henley Business School, University of Reading occasionally for training and familiarisation activities.

This role represents an exciting career development opportunity for someone looking to be part of Henley Business School's long-term ambitions in China.

The job holder will report administratively to CBBC's office managers in Shanghai and functionally will report to, and be supported by, the Regional Recruitment Manager (based at Henley Business School in Reading, UK).

Responsibilities:

Recruitment

- Play a key role in meeting Henley Business School's China recruitment targets; with a particular focus on postgraduate student recruitment (MSc programmes)
- Support the in-country network of agent representatives, ensuring they are fully briefed on programmes and developments
- Manage in-country enquiries from agents, students, schools and various stakeholders
- Take a key role in representing the Business School at recruitment events in China

Partnerships

- To support the day-to-day activity of Henley Business School's work with its current and potential partners, including schools and universities
- Supporting students from our partner universities by providing information on the admissions, accommodation and arrival process to ensure conversion
- Supporting academic staff when they are working in China to ensure satisfactory outcomes, e.g. by organising visits to partner institutions
- To proactively engage with partners in China and International Partnership Team in the UK in order to maximise recruitment from partners of Chinese institutions

Marketing and Market Development

- Play a supporting role in the Business School's China website and social media campaigns
- Provide market intelligence, through market research and competitor analysis reports
- Support the Regional Recruitment Manager in developing Henley's brand within the market
- Play an important role in developing market specific promotional materials

External organisations

- To maintain good relations with external organisations, including the British Council, China Scholarships Council and the press

Management and Planning

- Regularly advise the Regional Recruitment Manager of marketing and admissions issues, providing reports and guidance
- To undertake any other duties commensurate with the role as determined by the Regional Recruitment Manager and Head of Recruitment Marketing

Other duties

- To attend or organise online and offline marketing activities which sometimes take place during unsociable hours.
- Undertake visits in China sometimes of significant length of between one to four weeks in duration

Skills & Qualifications:

The ideal candidate will demonstrate the following skills/knowledge:

Essential

- Specialised knowledge of the Chinese higher education market in recruiting students to the UK with minimum three years of working experience in the education sector
- Proven experience of at least one of the following: international student recruitment, international marketing, project management or digital campaign work
- Proven experience in conducting market research and writing proposals
- University degree or an equivalent qualification
- Excellent interpersonal skill and ability to develop professional relationships
- Problem solving and organisational skills to deal with complex and difficult situations as they arise
- Excellent presentation skills both in English and in Chinese
- Ability to maintain good communication and remain self-motivated whilst working in a satellite office
- Significant administrative experience, with the ability to work to a planned schedule, meeting objectives in a timely manner
- Computer literacy in all Microsoft packages
- Fluent Mandarin Chinese (mother tongue) and English; listening, reading, speaking and writing (level of English expected: IELTS 6.5 or equivalent)

Desirable

- Knowledge of the UK higher education sector
- Experience of working in a remotely managed team
- Experience of overseas study/living
- Student advice (admissions, immigration) and customer relations experience

Benefits and conditions of employment

CBBC offer competitive packages which include basic gross salary, social insurance, medical insurance, housing fund and generous leave entitlement.

The gross salary for this position is RM18,000– RMB22,000 per month before tax (13-month scale) depending on skills and experience, with annual pro rata leave entitlement of 22-days for Chinese nationals.

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@cbc.org. Please use “**Henley Shanghai – 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 12 August 2024.

Telephone enquiries and personal visits will NOT be accepted.