



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.cbbsc.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 Beijing (open to Shanghai)

Regional Manager for East Asia) – University of St Andrews

Location: Beijing (open to Shanghai)

Package: Competitive salary range between RMB 22,000 – RMB 27,000 /month (13-month scale) based on matched qualification and experiences

Reporting to: Assistant Director of Admissions (Recruitment, Conversion and Stakeholder Engagement)

Job Family: Managerial, Specialist & Administrative

Fixed Term: 3.5 years with potential extension on performance

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

Main Purpose of Role

The role of Regional Manager for East Asia is a pivotal position for the University Admissions team and will collaborate closely with other professional services and academic schools to expand the global presence of St Andrews and achieve ambitious recruitment targets in our key strategic markets. The post holder will ensure the University attracts an applicant pool of the highest calibre across all programmes and levels of study and subsequently deploy a number of different approaches to ensure the requisite number of offer holders become entrants.

The role is responsible for meeting recruitment targets in East Asia, enhancing the diversity of our student body and enriching the student experience. They will lead a China-based colleague in developing and implementing strategic recruitment and conversion plans, leveraging data-driven insights to optimise engagement and communications.

This is a fixed term post of 3.5 years with potential extension on performance.

Main Responsibilities

Strategy

- **Strategic Planning & Development:** Take a leading role in the development of the University's Recruitment and Conversion strategy for East Asia and for all relevant undergraduate, postgraduate, online and short courses.
- **Recruitment Market Analysis:** Identifying and analysing relevant data and market intelligence to inform the delivery of the Recruitment and Conversion strategic planning and to deliver effective Regional Engagement Plans.

Collaborate closely with the Marketing service to monitor and report on the impact and success of recruitment and conversion activity, making informed recommendations to improve application numbers, conversion rates, and other key performance indicators (KPIs).

Provide the Admissions leadership team with market intelligence, external landscape insight and new innovations to deliver regular briefings and data analysis to inform decision making.

Provide the Marketing service with market insight and regional/competitor innovations which could help deliver growth in existing or developing new regions, and enables Admissions Leadership to make informed decisions regarding new programme ideas or market development opportunities e.g. TNE, online, short courses etc.

- **Leading the International Student Customer Journey:** In collaboration with Admissions services set relevant internal policy, procedures, quality standards, equality and diversity measures, ITS systems and customer service standards, and ensuring their delivery to all prospective students, applicants, and their influencers. Specifically:
 - In person and virtual recruitment engagement;
 - Confirmation and conversion activity;
 - Enquiry management process.

Stakeholder Engagement

- Collaborate with Admissions colleagues, and academic schools and agent representatives as relevant to agree performance goals, effectively monitoring, measuring and reporting on outcomes.
- Support the development of a number of key external stakeholder events to establish and deepen relationships including:
 - College Counsellors Conference
 - Agent conference
 - Principal's Office in-country visits
 - Visitor Services Plus (VIP visits and event planning)
 - China Scholarship Council
 - China academic partners

- Cultivate strong relationships with secondary schools, universities, educational agencies, and other stakeholders to enhance recruitment pipelines and promote the university's brand in East Asia.
- Embed and advance a unified marketing and recruitment strategy that utilises market intelligence and regional insights from Regional Managers and in-country offices.
- Build strong professional networks and effective working relationships with a range of key stakeholders in the digital learning space.
- Working collaboratively across other teams in the University (e.g. International Education Institute, Alumni Relations, Student Services, Careers Centre, Registry, Global Office and Academic Schools) to achieve shared objectives, to achieve a single student customer journey and to consolidate the student recruitment and admissions service.

Data Insight & Analytics

Working in close collaboration with Marketing colleagues:

- Make decisions based on the outputs of digital campaigns, recommending changes to the focus, timing or approach based on market insight and the wider external landscape to maximise impact and ensure we are on plan to meet intake targets.
- Maximise ROI by effectively allocating staff resources, recruitment and marketing expenditure.
- Use the CRM system to self-serve data and metrics to target communications effectively and ensure alignment with stages of the applicant journey.

Recruitment and Conversion

- Lead recruitment efforts in East Asia, overseeing relationships and outreach with key partners, agents, influencers, and prospective students.
- Work in close collaboration with Admissions marketing, applicant experience and systems and visitor experience colleagues and academic schools to ensure engagement strategies are aligned, targeted and timely to maximise recruitment and conversion opportunities, and achieve KPIs.
- Develop and implement data-driven conversion strategies to increase the number and quality of applications and acceptances for undergraduate, postgraduate and online programmes.
- Lead on managing the University's overseas agent representatives in East Asia working with the Office Manager (Internal Operations) and Assistant Directors to maximise agents' recruitment and conversion performance. Specifically, this will include:
 - Support the Assistant Directors in the creation of an institutional agent strategy, incorporating clear success indicators and metrics to review and score performance;
 - Be the key point of contact within Admissions for agent matters in East Asia, working with Assistant Directors to support agent performance reviews, quality control and communications.
 - Provide team updates, presentations to ensure the team are up to date on developments and policy changes including the Agent Quality Framework (AQF);
 - Provide agent training and update the agent Moodle information platform as needed;

- Work with Marketing service to produce monthly agent newsletters ensuring insight is captured from across the team;
- Provide regular data and metrics at key points during the cycle to assist Assistant Directors tailoring recruitment and conversion strategies to meet target, and in monitoring and reporting on agent performance annually;
- Liaise closely with Office Manager (Internal Operations) to support documentation checks, ensure accurate commission payments, and coordinate agent contractual matters including AQF compliance.

Marketing and Communications

- Work closely with the marketing team to develop compelling messaging and content for recruitment and conversion campaigns for East Asia.
- Encourage and manage in-country colleagues to utilise systems-led advanced communication strategies to accurately relay market intelligence and competitive insights to academic Schools.

Leadership Support

- Monitor sectoral changes and work with external agencies and to design or commission changes in policy and process that enable St Andrews to anticipate and adapt to change in line with the HE sector.
- Advise senior managers on changes to policy and procedures affecting the recruitment of students. Ensure that consistent and high-level support is provided to market the University in a consistent, proactive and regular manner.
- Develop, maintain and enhance personal knowledge, skills and external networks related to higher education recruitment strategies and techniques. Ensure that the University is current on recruitment approaches and bring new ways of working back to the Unit for discussion.
- Represent Admissions and the Recruitment, Conversion and Stakeholder Engagement services at relevant meetings/committees across the University and externally as required.

HR

Leadership, training, development and line-management of one China-based staff.

Finance

- Manage the recruitment operational budget for East Asia, spending within budgetary constraints and identifying and maximising income-generating and sponsorship opportunities.
- Create budget reports on performance and return on institutional investment for target regions as required.

Special Requirements:

The post holder will be expected to work outside normal office working hours including weekend work and some domestic and overseas travel.

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 as directed by the Director of Admissions. Activities may be subject to amendment over time as the role develops and/or priorities and requirements evolve.

Person Specification

- **Education & Qualifications**

Essential Criteria: A good undergraduate degree or equivalent.

Desirable: A relevant postgraduate degree or professional qualification.

- **Experience & Knowledge**

Essential Criteria:

- At least 5 years experience in working in student recruitment or in a relevant field within Asia or East Asian markets.
- Proven experience of running recruitment campaigns and monitoring effectiveness
- Experience of social media and its effective use as a marketing tool
- At least 3 years experience in managing agents and agent-related activities.
- Proven experience of working closely as a team player
- Proven ability to build relationships in a variety of geographic and cultural contexts
- High level of communication skills (verbal, presentational, reports and written) at all levels, literacy and numeracy
- Experience of managing budgets
- Experience of project management

Desirable:

- Experience, knowledge and understanding of the UK and/or international education environment.
- Experience and/or understanding of Scottish Higher Education.
- Knowledge of postgraduate recruitment for taught and research applicants.
- 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, and excellent literacy, presentation and interpersonal skills with evidence of building strong and effective working relationships at all levels and communicating across a wide range of internal and external audiences.
- Ability to develop a rapport with young people and their influencers.
- Ability to take direction from managers and colleagues, but to 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.
- Excellent customer care skills and a flexible approach to work.

Desirable:

- Experience of delivering messages across various platforms specific to the demands of audience.
- Other Attributes/Abilities

Essential Criteria:

- Current and valid passport.
- Excellent Mandarin Chinese communication and writing skills.
- Social media platforms management skills
- 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.

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 gross salary, good leave entitlement, housing fund and insurance plan, etc. 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 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@cbbc.org. Please use “**St Andrews – 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 **2 August 2024**. Shortlisted applicants are likely to be invited for interview in Beijing in the week of 12 August.

Telephone enquiries and personal visits will NOT be accepted.