



JOB DESCRIPTION

Job Title	Head of Recruitment
Division/Unit	China Office
Job type and location	Fix Term Beijing or Shanghai
Salary	
Accountable to:	Director of China
Accountable for:	
Purpose of the post	<p>It is essential to have a local leader on the frontline to form an efficient recruitment team to maximum the University's recruitment efforts and investment. The role will aim to maximize the number of applications received from China and support the conversion of those applicants to enrolled students whilst developing effective procedures and standards to provide quality and ensure excellent customer service.</p> <p>Interested candidates are invited to send a letter explaining how your qualification and experience meet our requirements and an indication of your current salary and expected salary together with detailed CV to the following email address: JShen001@dundee.ac.uk Please use "Head of Recruitment – Candidate Name" as the subject of the email.</p> <p>The closing date for application is 30th July 2024.</p>

Key Responsibilities

- Guided by the University's strategic priorities and in close consultation with Colleges/Schools and Director of China, plan, oversee and manage all aspects of student recruitment in China markets, liaison with agents, and creating productive connections between China agents, articulation schools/institutions and other University stakeholders.
- Develop specific student recruitment strategies in China Markets for the University, contributing to the production of appropriate marketing tools in consultation with Director of China and Marketing Manager, and

Colleges/Schools, and manage the effective distribution of marketing tools and other information to a network of agents and students.

- Research opportunities for the development of new links with appropriate articulation schools/institutions in China for recruitment purpose and help manage emerging relationships.
- Manage the recruitment and selection of educational agents, including performance monitoring, training and termination as necessary to meet the University's governance, quality assurance, compliance and contractual requirements.
- Manage the China recruitment team effectively with the accountability for revenue generated from agent and other articulation schools/institutions recruitment activities in China.
- Reviewing the effectiveness of individual recruitment activities on an on-going basis in line with set evaluation processes and criteria. Make recommendations for and implement agreed changes to ensure maximum impact and value for money, demonstrating the return on investment for all recruitment activities.
- Contribute proactively to the University's market intelligence through development and dissemination of market knowledge and opportunities for the University to meet its recruitment performance targets. In turn, building these performance targets into specific agent strategies.
- Provide highly professional representation of the University at exhibitions, seminars and other promotional activities and actively contribute to increasing the University's international profile and marketability.
- Develop, grow and maintain effective working relationships and networks with key individuals internally and externally, and related to higher education.
- Initiate and assisting in arranging the visit to the University's campus by agents, and other relevant representatives required from Director of China.

Other duties

Perform such other duties directed by Director of China

Requirements and skills

- University degree in a relevant field or relevant work experience in recruitment and marketing in higher education or similar institution with demonstrated success in international student recruitment.
- 8 + years of progressive, related experience in international student recruitment, including at least 3 years managerial experience
- Ability to meet and exceed targets/KPIs in a high-pressure environment.
- A demonstrated capacity to effectively manage team members remotely and work autonomously and innovatively to achieve recruitment performance targets within a defined strategy framework.
- Demonstrated experience building effective relationships with a wide range of people, including international students, education agents, university academic

and administrative staff and staff of international agencies, institutions and government organizations.

- Well-developed territory management and planning skills, organizational skills and the capacity to think and solve problems independently and to priorities and progress multiple tasks concurrently.
- Experience in developing appropriate recruitment strategies and plans.
- A comprehensive knowledge of the UK and other English-speaking countries' tertiary education sector as well as a good working knowledge of international education.
- 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.

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.