



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, the University of Lincoln, CBBC is currently looking to recruit a candidate for the following position, which will be based in Beijing:

Country Manager, University of Lincoln

Package: A competitive salary (*between RMB 15,000– RMB 17,000 /month based on matched qualification and experiences*) and a performance related bonus

Institution Introduction:

The University of Lincoln, situated in the heart of the historic city of Lincoln, is ranked among the world's top 150 young universities in the Times Higher Education's (THE) Young University Rankings 2024.

Renowned for its exceptional teaching standards, the University is one of a select group of UK universities to achieve a Triple Gold rating - the highest standard possible - for both student experience and student outcomes, as well as overall performance in the national Teaching Excellence Framework (TEF) 2023. Lincoln is a QS five-star university and has 7 subject areas which are ranked in the top 5 in the UK within the Guardian University Guide 2025.

Company Website:

www.lincoln.ac.uk

Job Summary:

The Country Recruitment Manager will be expected to play a key role in the development and implementation of the University of Lincoln's China student recruitment strategy. The successful candidate will need to have a minimum of three years working experience in a similar role, and ideally as an in-country representative for an overseas university. The successful candidate will also be innovative and will have experience of engaging with stakeholders such as the Chinese Service Center for Scholarly Exchange (CSCSE), alongside a track record of developing articulation and progression partnerships which make an impact.

The post holder will be expected to manage and develop a network of high performing education agents, identify new and expand existing institutional partnerships, and to plan and deliver a range of student recruitment campaigns and events which deliver results. The post holder will also be required to support the development of the University's regional alumni network.

Given the nature of this role the post holder will be required to travel extensively across China to meet with stakeholders and to participate in a range of events. The post holder will also be expected to travel to the University of Lincoln in the UK annually to take part in training and conferences.

Job Description

The post holder's primary responsibilities include:

1. Student Recruitment

- Develop and implement an annual, cost effective, and data driven student recruitment strategy for the China region, in alignment with key performance indicators and targets.
- Plan and implement an annual calendar of student recruitment activities and initiatives, including profile-raising visits to schools, colleges, SQA Centres, and universities, and participation in education fairs and seminars.
- Provide accurate and best-fit advice to prospective students and their supporters in areas such as study options, fees and funding, the admissions process, and accommodation.
- Create and deliver presentations, seminars, webinars, and workshops, to potential students and their supporters, ensuring information is factually correct and in-line with University brand guidelines.
- Plan, implement and evaluate a range of initiatives to help increase conversion from the enquiry stage to application, and from offer to enrolment.
- Organise and deliver scholarship interviews, enquirer and offer holder events, and English language tests, in-line with University policies and procedures.

2. Partnership and Agent Development

- Support and develop the University's current network of institutional partnerships and to produce reports and updates regarding engagement and impact.
- Lead on the identification and development of new articulation and progression partnerships and to produce reports and updates regarding outcomes.
- Contribute to the preparation and completion of partnership proposal forms, and to engage with appropriate colleagues across the University community to build buy in and support.
- Manage and develop a network of education agents by providing regular training, updates, and support, setting and monitoring key performance indicators, and ensuring compliance with relevant policies and procedures.

3. Market Research and Insights

- Provide regular updates regarding market conditions and competitor activity, and to provide advice and recommendations, where appropriate, in response to changing market conditions.
- Review market demand for the University of Lincoln's programme portfolio, and to report back regarding recommendations, where relevant.
- Engage with external organisations such as the British Council and government ministries, to keep abreast of the latest developments impacting on student recruitment, and to contribute to University specific, and sector wide, discussions, forums, and projects regarding such matters, as and when required.

4. Marketing and Social Media

- Contribute to the development of a range of mandarin specific social media channels, advertising initiatives and promotional materials, ensuring content and tone of voice is aligned with University brand guidelines and sector best practice.

5. Communication and Administration

- Respond to enquiries from a range of stakeholders in a timely, professional, and accurate manner.

- Provide regular updates, both written and verbal, to the Regional Manager for East Asia on activities undertaken and their impact.

6. General

- Participate in training and development initiatives.
- Undertake other duties and responsibilities which are commensurate with the grade and post, as and when required, to take into account emerging business needs and priorities.

Person Specification

	Selection Criteria	Essential (E) or Desirable (D)
Experience / qualifications	Educated to bachelor's degree level or above	E
	Experience of working in the international higher education sector, preferably in a student recruitment related role	E
	Experience of studying and or living in the UK	D
	Experience of identifying and developing institutional articulation and or progression partnerships	E
	Experience in managing external clients, such as education agents	E
Knowledge and skills	A confident communicator with excellent written and oral communication skills, in both Mandarin Chinese and English.	E
	Excellent presentation skills	E
	Strong administration and IT skills	E
	Excellent event and project management skills	E
Competencies and Personal Attributes	Target driven and results orientated	E
	Ability to work effectively as a project lead, part of a team, and using own initiative	E
	Excellent interpersonal skills with strong cross-cultural awareness	E
	Adaptable and calm under pressure and enjoys working in a busy and fast paced environment	E
	Ability to develop networks and build impactful relationships	E
Business Requirements	Flexible in working hours - to accommodate unsociable hours and travel, both nationally and internationally.	E

The post holder will report administratively to CBBC's office managers in Beijing and will be supported by the University of Lincoln.

How to Apply

Interested candidates are invited to send a CV and a covering letter which outlines how their personality and experience meets the requirements of the role. The CV, covering letter, and an indication of your current salary and salary expectations should be sent to CBCLPHR@cbbc.org. Please use "University of Lincoln – Candidate Name" as the subject of the email.

The closing date for applications is Friday 10 January. Interviews will be held virtually on Thursday 23 January.