

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, King's College London, CBBC is currently seeking to appoint three enthusiastic, motivated self-starters to join as the International Student Recruitment Officer for the project of King's College London at the Brand and Marketing Department, reporting to and be supported by the Global Partner Manager (KCL) based in Beijing.

The post-holders will be responsible for executing marketing and recruitment activities across China and potentially East Asia, with the aim of raising King's profile in the region and achieving both university-wide and faculty-specific recruitment targets. The key responsibilities include the delivery of targeted recruitment activities, effective engagement of a diverse stakeholder network, and proactive management of social media.

The role requires a candidate with genuine interest in international education, an aptitude for problem solving and multitasking, excellent communication skills and a proven ability to uphold high standards of work under pressure.

Job Title: International Student Recruitment Officer

Location: Beijing, Shanghai, Guangzhou/Shenzhen

Salary: RMB 14,000 – 18,000 per month (13-month scale), based on matched qualifications and experiences

Key Responsibilities

- Work closely with Marketing colleagues as well as faculties, and professional service teams across Admissions, Global Engagement, Student Services, Careers & Employability, Alumni Office etc. to develop and implement marketing and recruitment activities.
- Represent King's across a broad range of in-country marketing and recruitment activities, including visiting school and universities, hosting webinars as well as organising independent marketing and recruitment events.

- Provide timely and proactive support to prospective students and stakeholders across China and potentially East Asia to meet recruitment targets, while consistently delivering excellent customer service.
- Develop effective working relationships with a variety of external stakeholders, including international schools, professional organisations and government agencies, such as the British Council, British Embassy, examination board and English proficiency test providers.
- Monitor and analyse recruitment data, provide marketing intelligence, and contribute to the development of regional briefings and targeted marketing plans as guided by the Global Partner Manager.
- Collaborate closely with digital agencies, the MarCom team, and faculties to execute King's China digital marketing strategy, ensuring that all elements are strategically distributed through appropriate channels with clearly defined and measurable metrics for success.
- Develop and manage a suite of digital and printed marketing materials to effectively support King's activities in the region, ensuring that all materials are aligned with King's brand guidelines, messaging and marketing objectives.
- Provide operational support to the Global Partner Manager and facilitate visits to China by King's relevant staff members.
- Perform such other duties, appropriate to the grade, as specified by the Global Partner Manager and management team to support King's wider strategic initiatives.

Skills, Knowledge & Experience

Essential criteria:

- Educated to degree level or equivalent
- At least two years of relevant work experience
- High proficiency in English and Chinese, with the ability to communicate effectively to a wide range of audience through presentation and business writing
- Excellent IT skills and knowledge of China digital marketing
- Proven ability to work independently under pressure, with a strong sense of responsibility and resilience, and a commitment to maintaining high work standards
- Team player with excellent work ethics and interpersonal skills
- Ability to work during unsociable hours in the evenings and at weekends, and travel extensively in China and overseas when required

Desirable criteria:

- Experience of studying in the UK
- Experience of working in UK Higher Education or an international environment

- Hands-on experience in digital marketing (e.g. email marketing, social media, paid media, CRM), especially China social media management
- Project management experience with proven administrative and organisational skills

Benefits & Conditions of Employment

The posts will be based at our partner China Britain Business Council (CBBC)'s offices in Beijing, Shanghai, and Guangzhou/Shenzhen.

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

The gross annual package for the post is RMB 182k – 234k based on matched qualifications and experiences. We also provide an annual pro rata leave entitlement of 22 days.

Interested candidates are invited to send a one-page cover letter in English explaining how your experience and skills 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 “**King’s College London - City - Candidate Name**” as the subject of the email. Applicants who fail to provide the complete application documents will not be considered.

We regret that only shortlisted candidates will be notified. **The closing date for applications is 19 February 2025.** Shortlisted applicants will be invited for interview in the w/c 24 February 2025.