



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.cbcc.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 or Shanghai

Regional Manager, East Asia (Admissions & Recruitment)

China & Hong Kong focus, with broader regional representation as required

Location: Beijing/Shanghai/Guangzhou

Package: Competitive salary range between RMB 22,000 – RMB 28,000 /month (13-month scale) based on matched qualification and experiences

Reporting to: Deputy Director of Admissions

Job Family: Managerial, Specialist & Administrative

Fixed Term: 4 years

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

Main Purpose of Role

The Regional Manager for East Asia acts as the University of St Andrews' senior Admissions-led, in-market operational representative in China and Hong Kong, with flexibility to represent the University in other regions as required, operating within agreed institutional frameworks and delegated responsibilities. The post holder is expected to exercise sound professional judgement in a complex regulatory, reputational and policy environment, ensuring all activity complies with University policy and local market requirements.

The role leads the planning, coordination and delivery of recruitment and conversion activity across undergraduate, postgraduate taught (as the primary focus), postgraduate research, online and short-course provision, ensuring the University attracts and enrolls high-quality students aligned with institutional priorities.

The role has a primary focus on postgraduate taught recruitment, with significant hands-on responsibility for application assessment, delegated admissions decision-making and conversion activity, while maintaining oversight across all levels of study for the China and Hong Kong markets.

The post holder provides expert, evidence-based market intelligence, interpreting and contextualising insight to support colleagues and senior stakeholders in understanding implications for admissions practice, recruitment activity and market engagement. The role also supports early-stage exploration and feasibility assessment of longer-term growth opportunities, including transnational education (TNE), articulation pathways and collaborative programmes.

Close collaboration with Admissions, Marketing, Alumni, the Global Office and academic Schools ensures a coordinated, data-led and market-responsive approach. The role requires a sustained, visible and credible in-market presence, supporting continuity, long-term relationship building and institutional memory.

The post holder will be expected to remain responsive to emerging market-specific technologies, digital platforms and media environments, adapting recruitment, admissions and engagement approaches to reflect evolving applicant behaviour and communication norms in the region.

Clear governance and decision-making frameworks will be in place to support the post holder

Main Responsibilities

Strategy

- Strategic Planning & Development: Lead the planning, coordination and delivery of the University's recruitment, conversion and market engagement plans for China and Hong Kong, with a particular emphasis on postgraduate taught growth, aligned to institutional priorities
- Recruitment Market Analysis: Act as a key specialist source of strategic market insight for East Asia, monitoring policy, competitor activity, demographic trends and student demand to inform planning and decision-making..
- Identify, evaluate and support the development of market growth opportunities, including partnerships, articulation routes and transnational education, working with academic Schools and relevant professional services colleagues.
- Provide regular briefings and analysis to Admissions leadership and other senior stakeholders to support evidence based decisions on market investment, programme development and engagement priorities.

Leading the Applicant Journey

- Lead the coordination of the end-to-end student journey for applicants from China and Hong Kong, from first enquiry through to enrolment, working closely with Admissions, Marketing and the applicant experience teams.
- Undertake and coordinate delegated undergraduate and postgraduate taught admissions activity for the China and Hong Kong markets, including application review, recommendations and market-informed offer approaches, in accordance with University admissions policy

- Act as the primary in-market Admissions point of contact for applicants, agents, academic Schools and UK-based colleagues, providing consistent guidance, coordination and market-informed support throughout the applicant journey.
- Ensure recruitment and conversion activity reflects institutional standards for quality, equity, diversity and customer service, and is responsive to market expectations.
- Provide market-specific insight to support offer-making, admissions decision-making and conversion initiatives, particularly at postgraduate taught level, including fast-track or in-principle approaches where appropriate.
- Lead and deliver in-person and virtual applicant engagement activity, including information sessions, offer-holder activity and applicant conversion events, and act as the key in-market contact for inbound visits by academic and professional services colleagues, ensuring activity is aligned with admissions decision-making and conversion priorities.

Stakeholder Engagement

- Act as a senior, delegated external representative for Admissions-led recruitment and engagement activity in China and Hong Kong, ensuring all stakeholder engagement supports postgraduate recruitment, admissions decision-making and conversion priorities.
- Build, maintain and deepen strategic relationships with key external stakeholders including secondary schools, universities, counsellor networks, scholarship organisations, education agencies and relevant sector bodies, with a focus on developing sustainable postgraduate applicant pipelines and long-term market credibility.
- Use stakeholder engagement to inform admissions practice and market-responsive decision-making, ensuring insight from schools, counsellors, agents and partners is fed back effectively to Admissions colleagues and academic Schools.
- Support and deliver senior University engagement in-market, including academic and professional services visits, counsellor and agent conferences, VIP visits and partnership discussions, acting as the in-market coordinator to ensure activity is well-briefed, purposeful and aligned with recruitment and conversion objectives.
- Work collaboratively with Admissions, Marketing, the Global Office, Alumni Relations and academic Schools to ensure a coherent, joined-up approach to stakeholder engagement in the region, avoiding duplication and maximising impact across recruitment, admissions and market development activity.

Data Insight & Analytics

- Use CRM, admissions and marketing data to monitor, analyse and interpret recruitment and conversion performance for the China and Hong Kong markets, with a particular focus on identifying postgraduate taught conversion risks, trends and opportunities.
- Apply data and insight to inform admissions decision-making and offer strategies, including timing, conditions and applicant engagement approaches, ensuring activity is responsive to China-specific applicant behaviour and market dynamics.
- Interpret and contextualise market and applicant data to provide actionable insight and recommendations to Admissions colleagues, academic Schools and senior

stakeholders, supporting evidence-based adjustments to recruitment and conversion activity.

- Work closely with Marketing colleagues to ensure digital and in-market activity is effectively targeted and evaluated, using performance data to refine messaging, channels and investment in support of admissions-led recruitment priorities.
- Provide regular reporting and analysis against agreed KPIs and intake targets, supporting ongoing performance monitoring and informed decision-making throughout the recruitment and admissions cycle.

Recruitment and Conversion

- Lead and coordinate recruitment activity in China and Hong Kong, including acting as the primary in-market contact for inbound academic and professional services visits, and planning and supporting in-market visits by UK-based colleagues
- Use admissions insight and delegated decision-making to actively inform and shape conversion approaches for the China and Hong Kong markets, ensuring offer strategies, conditions and applicant engagement are aligned with market intelligence and conversion priorities.
- Act as the in-market anchor for recruitment activity involving UK-based academic and professional services colleagues, shaping visit objectives, briefing participants and coordinating in-country activity to ensure engagement is aligned with postgraduate recruitment, admissions decision-making and conversion priorities.
- Develop and implement targeted, data-led conversion strategies to increase both the volume and quality of enrolled students, with a particular focus on postgraduate taught recruitment.
- Lead the management of overseas agents in the region, ensuring strong performance, quality assurance and compliance in line with the University's agent strategy and the Agent Quality Framework (AQF), and ensuring agent activity supports admissions-led recruitment and conversion objectives

Marketing and Communications

- Work closely with Marketing colleagues to ensure marketing and communications activity for China and Hong Kong is admissions-led and aligned with postgraduate recruitment and conversion priorities, using market insight and admissions data to inform messaging, content, channels and timing.
- Ensure that China-specific market intelligence, competitor insight and applicant feedback are systematically captured and communicated through Marketing channels to inform academic Schools, supporting market-responsive admissions practice, offer-making and recruitment messaging.

Leadership Support

- Monitor developments in international higher education, China-specific policy and market conditions, and advise Admissions leadership on the implications for postgraduate recruitment, admissions practice and market engagement, operating within agreed institutional frameworks.
- Contribute specialist market insight and professional judgement to internal discussions, working groups and projects as required, supporting evidence-based decision-making across Admissions-led activity.

- Represent Admissions and the Recruitment, Conversion and Stakeholder Engagement service at relevant internal meetings, committees and external forums, providing delegated, functional representation appropriate to the role.
- Maintain and develop professional knowledge, skills and external networks related to international student recruitment and postgraduate admissions, ensuring practice remains current and responsive to sector and market change.

Finance

- Manage the recruitment and engagement budget for China and Hong Kong, ensuring expenditure is planned, monitored and controlled in line with agreed budgets and institutional financial procedures.
- Use data and performance insight to evaluate return on investment across recruitment and conversion activity, supporting informed decisions on the allocation of resources and prioritisation of activity.
- Prepare and contribute to financial reporting and analysis as required, supporting Admissions leadership in monitoring performance and value for money across the recruitment cycle.

Special Requirements:

The post holder will be expected to work flexibly, including occasional evening and weekend working, to support recruitment and engagement activity across different time zones.

The role will involve regular in-market travel within China and Hong Kong, occasional travel to other regions, and periodic travel to the UK (typically once per year) for planning, training, and institutional engagement.

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. The scope of the role may evolve in response to changes in market conditions, institutional priorities or operating environment.

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 prospective students 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 - City - 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 **Thursday 18th June, 2026** Shortlisted applicants are likely to be invited for interview online on Friday 3rd July or Monday 6th July 2026.

Expected work commence date: ASAP / to be discussed.

Telephone enquiries and personal visits will NOT be accepted.