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 Sheffield, CBBC is currently looking to recruit a candidate for the following position, which will be based in Beijing or Shanghai.

Head of China Operations (Recruitment & Partnerships) – The University of Sheffield
Location: Beijing or Shanghai (with frequent domestic and occasional international travel)
Package: Competitive Gross salary range between **RMB 32,000 – RMB 38,000** per month (13-month scale) based on matched qualifications and experiences
Reports To: Senior International Recruitment Manager (China & East Asia) / Associate Director of International Recruitment
Line Management: 3 Direct Reports (China based)

Job Purpose:

The Head of China Operations will lead the University of Sheffield's strategic presence in mainland China. Managing a team of three, the postholder will work in close collaboration with colleagues across International Recruitment and Partnerships, Careers and Employability (CES), and Campaigns and Alumni Relations (CAR). The role involves overseeing the implementation of student recruitment and partnership strategies, while delivering the strategic priorities outlined in the China Regional Impact Plan (RIP). This is a vital leadership role designed to enhance Sheffield's brand, drive student recruitment, develop strategic partnerships, support engagement with Chinese alumni and grow industry relationships across the region.

Responsibilities:

1. **Leadership, strategy, and team management**
   - Responsible for driving and delivering the key objectives outlined in the China RIP.
   - Lead on the development and delivery of strategies for international student recruitment and engagement in mainland China.
   - Manage the China team, balancing their workloads, setting clear KPIs, and actively developing their skills and expertise.
   - Support senior Sheffield based colleagues to review and enhance the

University's international student recruitment strategy on a regular basis.

- Oversee and responsibly manage the regional budget for the China office, ensuring high ROI on all marketing and recruitment activities.
- Improve conversion rates by auditing existing recruitment pipelines and developing new and innovative strategies.
- Act as the key bridge between the China market and colleagues based in Sheffield, providing market intelligence and advice on institutional strategy.
- Represent the University at a senior level during domestic and international visits, education fairs, and high-level meetings with agents, and partner institutions.

2. Partnership Development and Management

- Work with International Partnerships on the strategic development and nurturing of articulation pathways, specifically focusing on 2+2 recruitment partnerships.
- Oversee and manage the China based team to effectively deliver strategic engagement plans with key partners.
- Identify, evaluate, and scope feasibility models for Joint Educational Institutions (JEIs) in alignment with the University's academic standards and MoE regulations.
- Confidently lead complex, bilingual negotiations with potential and current partners to secure institutional agreements.
- Proactively monitor Chinese market shifts, higher education policies, and competitor activities to identify emerging trends and opportunities for Sheffield.
- Establish a framework for monitoring partnership health, ensuring that current 2+2 pipelines are delivering to target, while identifying underperforming agreements.

3. Alumni Engagement Strategy

- Work with colleagues in CAR to develop and implement a China Alumni Engagement Strategy.
- Provide in-country support for formal alumni groups in key Chinese hubs.
- Support with the organisation of high-profile alumni events.
- Work with CAR to identify new Chinese mentors for student-to-alumni mentoring.
- Help shape and develop communications for Chinese alumni and advise on the channels that we should use for communicating with alumni.

4. Employer Engagement and Employability

- Working with CES colleagues, build a network of industry partners in China to enhance the employability outcomes and profile of Sheffield graduates.
- Collaborate with CES colleagues to source internship and graduate job opportunities within China-based multinationals and leading domestic firms, sometimes working in partnership with local providers
- Support the delivery of targeted employer events, industry panel discussions, and career fairs tailored to the needs of Chinese students and returning graduates.

- Research and provide regular insights into the graduate labour market in China, and the evolving demand for skills, for the CES team in Sheffield

Skills and Qualifications:

Education & Qualifications

- Bachelor's degree or equivalent. (Essential)
- Master's degree or a qualification from a UK higher education institution. (Desirable)

Experience

- Minimum 5–7 years of experience in the HE sector, specifically within international recruitment and/or partnerships in China. (Essential)
- Proven track record of successfully managing and developing a remote or regional team. (Essential)
- Proven experience in devising, implementing, and executing strategic plans that drive measurable growth in student numbers. (Essential)
- Existing strong network of contacts across Chinese universities, schools and agents. (Essential)
- Existing strong network with key corporate employers. (Desirable)

Skills & Knowledge

- Fluency in Mandarin and English (written and spoken). (Essential)
- Extensive knowledge of the Chinese education landscape and TNE structures. (Essential)
- Excellent strategic planning and budget management skills. (Essential)
- Experience of using data to inform decision making. (Essential)
- Knowledge of Ministry of Education (MoE) regulations regarding Joint Educational Institutions (JIE's) and articulation approvals. (Essential)
- A good understanding of how the Chinese digital and social media can be used creatively for alumni, employer and student engagement. (Desirable)

The job holders will report administratively to CBBC's office managers in Beijing or Shanghai and functionally will report to and be supported by Senior International Recruitment Manager (China & East Asia) / Associate Director of International Recruitment in the UK.

Benefits

- Competitive salary package, including basic gross salary, social insurance, medical insurance, housing fund, and generous leave entitlement.
- Annual pro-rata leave entitlement of 22 days.
- Opportunity to lead University of Sheffield's strategic growth in its most important international market.

How to Apply

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 and expected salary together with up-to-date CV to the following email address: CBBCLPHR@cbbc.org. Please use “Sheffield - 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 **24th November 2026**.

Telephone enquiries and personal visits will NOT be accepted.