

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, University of Sussex, CBBC is currently looking to recruit a candidate for the following position, which will be based in CBBC Office (Shanghai, Guangzhou, Shenzhen or Beijing). This candidate will be a Recruitment Manager for University of Sussex.

Recruitment Manager, China, University of Sussex

Location: To be agreed with post holder, but likely to be Shanghai or Guangzhou

*Package: Competitive salary range **between RMB 14,000– RMB 18,000** per month based on matched qualification and experiences*

Department	International Office
Division	Student Recruitment Services
Location	To be agreed with post holder, but likely to be Shanghai or Guangzhou
Responsible to:	China Office Manager

Purpose of the post:

1. To represent the University of Sussex through a range of international marketing activities, including engagement with current and prospective partner institutions.
2. To support key initiatives identified to take place in China.
3. To undertake visits in China, including visits to agent offices, schools, institutions and attending recruitment activities and educational exhibitions. This role is likely to have an initial focus on Southern China.
4. To provide support to other aspects of Sussex's China strategy and operations as directed.
5. To provide support to inward visits of Sussex academic staff supporting recruitment activities.
6. To provide high-quality support in developing and sustaining strategic international partnerships with partner institutions.
7. To develop good working relationships with external organisations and institutions that support the University's international strategy.
8. To feed back intelligence that contributes to the success of recruitment activities overseas.
9. To provide a high standard of communication and excellent customer service to students and other stakeholders.
10. To provide support in developing the University's key international strategic areas of customer relationship management, marketing and communication, production of

Chinese marketing materials, Chinese digital and social media, scholarships and bursaries, portfolio development and partnerships.

11. To support different forms of academic engagements in the region.
12. To gather market intelligence that contributes to the understanding of China, in particular Southern China.
13. To maintain daily updates on digital and social media platforms such as WeChat public account, Weibo, Bilibili, Little Red Book, Baidu and other social media platforms as per instructions from the Senior International Officer (China) and in collaboration with the wider China team and UK-based marketing team.

Key Working relationships within the Institution: Senior International Officer (China), International Officers, Senior International Officers, Associate Director International, Director of Student Recruitment, Admissions and International Development, Executive Director of Communications, Engagement and Advancement, Pro-Vice-Chancellor (Global and Civic Engagement), Professional Services staff, Academic staff, Global Engagement Office, Careers and Employability Centre and SRS staff.

Main Duties

To implement the University's international marketing activities as determined by the Associate Director of International and as directed by Senior International Officer (China)

1. To nurture, maintain relationships and support project developments with our institutional partners. This might involve delegation visits, student/staff exchanges, international summer schools and other activities.
2. To undertake overseas visits to raise the profile of the University in specific regions, including education exhibitions, events and student counselling.
3. To support the development and management of Internship programmes in the region.
4. To work with overseas representatives and education agents to enhance the quality of the student intake.
5. To support research contributing to, annual Situational Analysis of priority countries, and yearly Operational Plans.
6. To support the account management for overseas representatives developing strong working rapport and responsive customer service.
7. To support the China team in maintaining contacts with institutions and key individuals in China (e.g. British Council, funding bodies, agents, Embassies, Education UK, international schools) and contributing to UK or international activities with a view to strengthening the University's general profile, International activities, partnerships, exchanges and research collaboration.
8. To support the Associate Director International and Senior International Officer (China) in ensuring all publicity material is comprehensive, up-to-date and relevant to the target region.
9. To maintain and update digital and social media platforms such as WeChat public account, Weibo and other social media platforms.

To develop team co-operation and supportive environment

1. Contribute to the development of a positive team working environment, seeking opportunities to co-ordinate activities.
2. Ensure continued self-development by engaging with staff training programmes.
3. Foster and maintain a collaborative, positive and supportive team culture.

To support the strategic work of the Associate Director of International Office and the International Office

4. Monitor and review market intelligence, report to Senior International Officer (China) and make recommendations as requested.
5. Support the review and revision of the University international strategy and annual operating plan.

To provide proactive support to academic Schools/Faculties in developing and maintaining their international strategies.

6. Encourage academic engagements in the region. Support regional working groups and academics to foster good cross-departmental working relationships.
7. As directed, support School/Faculty international objectives and to assist in the development and implementation of their international strategies in China.
8. Advise and assist visits by Sussex academic staff to target regions in co-ordination with the Senior International Officer (China) and the wider China team.
9. Support regular overseas alumni events and feed back on meetings with alumni to the Alumni Relations officer and Director of Development and Alumni Relations.

To provide support in developing the University's key international strategic areas of customer relationship management, marketing and communication, production of Chinese marketing materials, Chinese digital and social media, scholarships and bursaries, portfolio development and partnerships.

10. Provide feedback to ensure that the current ranges of international student promotional materials we offer are appropriate to target audiences.
11. Inform of trends within social media, websites and online marketing channels where appropriate.
12. Maintain and update digital and social media platforms such as WeChat public account, Weibo and other social media platforms. Ensure that the latest updates are disseminated and shared with stakeholders.
13. Ensure that activities are customer service orientated and update on areas of good practice observed within the sector.
14. To develop and supervise production of Chinese marketing materials.
15. Provide feedback on the attractiveness of the University's scholarship and bursary programme.

Other duties

16. Undertake visits in China sometimes of significant length of between one to four weeks in duration.
17. Provide regular updates and reports to the Senior International Officer (China).
18. To attend regular training in the UK.

19. Keep abreast of national and international developments that affect the recruitment and retention of international students.
20. To attend or organise online and offline marketing activities which sometimes take place during unsociable hours.

This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.

Person Specification

The ideal candidate will possess:

- Fluent English and Mandarin (very strong written and spoken English language skills are an absolute essential);
- Bachelor's degree or above; experience of studying in the UK is desirable;
- At least two years of relevant work experience, preferably in the HE sector, marketing or a recruitment agency;
- Experience of managing recruitment partnerships;
- Good interpersonal and influencing skills, including an ability to spot opportunities;
- Excellent communication and presentation skills;
- Willingness to travel both within Mainland China frequently and to the UK or other overseas countries/regions when required;
- Able to work flexible and unsocial hours as required, including evenings and weekends;
- Computer literacy, including familiarity with Microsoft Word, PowerPoint and Outlook, is expected;
- Experience of managing social media platforms, such as WeChat public account is desirable;
- A proactive approach and the ability to work with the minimum of supervision.

Benefits and conditions of employment

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

The gross monthly package for this position is **RMB 14,000– RMB 18,000** with annual pro rata leave entitlement of 22-days for Chinese nationals.

Interested candidates are invited to send a 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: CBBCCLPHR@cbbc.org . Please use "University of Sussex – Candidate Name - City" as the subject of the email.

We regret that only short listed candidates will be notified and that applicants who fail to provide a cover letter and use wrong subject of email will not be considered.

The closing date for applications is **6 January 2025**.

Telephone enquiries and personal visits will NOT be accepted.