International Recruitment Coordinator (China)
Student Recruitment and Admissions, External Relations

Closing date: 4 January 2018
Interview date: 17 January 2018
Vacancy reference: 6262
INTRODUCTION

The International Recruitment Team, located within Student Recruitment and Admissions, is responsible for the recruitment of international (non-EU) students. The principal remit of the Team is to contribute to the University’s strategy by increasing the number of well qualified international students admitted to the University.

We are seeking to appoint a new International Recruitment Coordinator to support the delivery of our student recruitment and outreach activities in China. The key purpose of the role will be to support the International Recruitment Manager to initiate, plan, and execute recruitment activities, promote and develop brand awareness, maintain stakeholder relationships, and identify market opportunities for the University of York in China.

Although based in York, the role requires an ability and willingness to travel independently overseas, which may be for extended periods.
Main purpose of the role

The principle purpose of the role will be to support the delivery of the University’s international student recruitment objectives in China. The role-holder will support the International Recruitment Manager to initiate, plan, and execute recruitment activities (office-based and in-market), promote and develop brand awareness, maintain stakeholder relationships, and identify market opportunities for the University to grow its business from the designated market.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

International Student Recruitment

- Play a constructive and pro-active role in the implementation of the University’s international student recruitment activities in support of the University Strategy.
- Assist the International Recruitment Manager in devising and executing an annual plan of recruitment activities for the designated market[s], ensuring that costs are kept within the assigned budget.
- Evaluate the outcomes of recruitment activities for the designated market[s], providing statistical and trend analysis on a regular basis to inform decision-making.
- Support internal stakeholders such as academic departments and Strategic Marketing with advice, information and practical assistance in relation to market-specific and culturally appropriate recruitment activities and marketing communications.
- Conduct international recruitment visits in the UK and in the designated market[s] as required.
- Maintain productive relationships with key influencers within the designated market[s] such as agents, schools, colleges, universities, funding bodies (including government ministries, embassies or sponsors), British Council, University of York alumni and others, as may be appropriate within the context of the market strategy.
- Plan and execute online and digital marketing activities appropriate to the designated market[s].
- Maximise the use of the University’s CRM system to deliver a regular schedule of tailored and timely communications for the designated market[s] at key points of the student decision-making cycle.
- Represent the University at recruitment events in the UK and in the designated market[s] to provide advice and guidance to prospective international students and their advisers.
- Visit source institutions such as schools, colleges and universities to deliver presentations promoting the University to prospective international students and their advisers.
- Gather market intelligence and identify recruitment opportunities which the University is not currently exploiting.

Collaborative Working

- Work in a constructive and collaborative manner with a range of individuals and organisations to ensure that the above responsibilities are carried through.

The above list of duties is not exhaustive and is subject to change. You may be required to undertake others duties within the scope and grading of the post.
# PERSON SPECIFICATION

<table>
<thead>
<tr>
<th>Essential / Desirable</th>
<th>Qualifications</th>
<th>Knowledge</th>
<th>Skills, abilities and competencies</th>
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<tbody>
<tr>
<td></td>
<td>Good honours degree or equivalent relevant experience</td>
<td>Understanding of recent developments affecting international student recruitment in higher education</td>
<td>Fluent written and spoken Mandarin Chinese and English</td>
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<tr>
<td>E</td>
<td></td>
<td>Understanding of the education system in China</td>
<td>Skilful and persuasive communicator, orally and in writing with good grammar</td>
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|                       | Marketing qualification or equivalent relevant experience in higher education marketing or recruitment |                                                                                                 | Excellent IT skills including the use of word-processing, presentation, database and spreadsheet applications | E
| D                     |                                                     |                                                                                                 | Ability to prioritise a busy workload and manage competing deadlines                           |
|                       |                                                     |                                                                                                 | Ability to work effectively as part of a team                                                  |
|                       |                                                     |                                                                                                 | Ability to analyse and interpret market intelligence including the use of management information for planning and evaluating recruitment activities |
## PERSON SPECIFICATION

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<tr>
<td>Experience of public speaking and leading presentations</td>
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<td>Experience of working effectively within a Chinese cultural context</td>
<td>E</td>
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<tr>
<td>Experience of working in an international student recruitment role within the HE sector</td>
<td>D</td>
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<tr>
<td>Experience of managing or working effectively with agents to recruit international students</td>
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<tr>
<td>Experience of using WeChat or other Chinese social media platforms in a professional context</td>
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### Personal attributes

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<td>Friendly, confident, and professional with the ability to show tact and diplomacy when interacting with others</td>
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<td>Ability to work with a high degree of independence and respond positively to unforeseen events overseas</td>
<td>E</td>
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<tr>
<td>Ability and willingness to travel independently overseas, which may be for extended periods</td>
<td>E</td>
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<tr>
<td>Ability and willingness to work extended hours and out of hours (eg evenings and weekends where required)</td>
<td>E</td>
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<td>Ability to deal with sensitive and confidential information appropriately</td>
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Student Recruitment and Admissions (SRA) forms part of the University's Directorate of External Relations. SRA has responsibility for the following:

- Outreach to and recruitment of prospective undergraduate and postgraduate students in the UK, European and worldwide markets;

- Admissions policy and strategy in relation to undergraduate and postgraduate students as well as the operation of the University’s admissions function and links with UCAS. Admissions decision-making is in part centralised with decisions taken by members of SRA staff;

- Outreach specifically to students with widening participation characteristics.

This role is based within the International Recruitment Team which recruits prospective students from non-EU international markets

SRA works closely with other sections of the Directorate: in particular Marketing and the International Relations Office, but also including the Office for Philanthropic Partnerships and Alumni (OPPA) and the Centre for Lifelong Learning.

SRA is based in the Stables Building on Campus West. Co-location of all teams within SRA leads to effective coordination of the Office's functions and constructive collaboration between teams.
Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2017 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world’s leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and one of just six post-war universities which appear in the world top 100 (2013-14) and 15th in the Times & Sunday Times league table (2016). The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we’ve worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University aims to offer a nurturing and supportive environment as an employer. Flexible working hours, nursery facilities, childcare vouchers, cycle to work scheme, generous holidays and an attractive pension scheme all make the University of York one of the region’s leading employers.

For further information please visit our employee benefit pages.
THE CITY AND THE REGION

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York’s bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it’s also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain’s best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online
- Go to https://jobs.york.ac.uk
- Find this job using reference 6262
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 4 January 2018.

What will I need?
We will ask you for details of:
- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and/or by answering questions.

Help and assistance
If you have any questions about your application, contact the HR Services team:
- recruitment@york.ac.uk
- +44 (0)1904 324835