International Officer (China)
External Relations

Closing date: 4 August 2019
Interview date: 20 August 2019
Vacancy reference: 7851
INTRODUCTION

The International Recruitment Team, situated within the External Relations Directorate, 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 dynamic and enthusiastic International Officer to support the delivery of our student recruitment and outreach activities in China/Hong Kong S.A.R. This post is fixed term for nine months to cover a period of maternity leave. The key purpose of the role is to initiate, plan, and execute recruitment activities, promote and develop brand awareness, maintain positive stakeholder relationships, and identify market opportunities for the University of York in the designated markets. Joining at an exciting time for the University as we launch an ambitious new strategy for international growth, you will work alongside the University’s recently established China Office to further the development and delivery of the University’s international recruitment strategy.

This post may be suitable as a secondment opportunity for current University of York staff. Applications for secondment opportunities would need the agreement of your current Head of Department at the point of application.
Main purpose of the role

The principal purpose of the post is to represent the University internationally, promoting its brand and raising its profile in order to contribute to the University’s international student recruitment objectives.

The post-holder will be responsible for the management and development of a specific set of international markets (initially in China/Hong Kong S.A.R). This will involve the identification of market opportunities and the planning, development and implementation of student recruitment strategies designed to grow the University’s business from the designated markets. Your will also provide specialist advice, information and practical assistance to senior University staff, faculties, academic departments and relevant professional support services in relation to institutional and departmental international student recruitment objectives and activities.

The post-holder will work under the direction of the International Recruitment Manager.

The post-holder will be expected to work collaboratively with staff across the External Relations Directorate, in particular those teams dealing with marketing, communications, partnerships, alumni outreach and admissions.

Please note that market responsibilities may be subject to change from time to time according to business needs.

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 development and implementation of the University’s international student recruitment activities in support of the University Strategy.
- Assume specific responsibility for the development of one or more international recruitment markets (initially in China/Hong Kong S.A.R).
- Identify market opportunities, devise recruitment strategies and formulate budget proposals for each market on an annual basis.
- Plan and execute recruitment activities within the assigned budget.
- Work constructively and collaboratively with colleagues based in-country within the University’s Representative Offices.
- Evaluate the outcomes of recruitment activities for the designated markets, providing statistical and trend analysis on a regular basis to inform decision-making.
- Develop specialist cultural knowledge and market intelligence to provide regular reports and analysis on the progress of market strategies.
- Provide specialist advice, information and practical assistance to senior University staff, faculties, academic departments and relevant professional support services in relation to institutional and departmental international student recruitment objectives and activities.
- Develop and maintain sustainable relationships and partnerships with key influencers within the designated markets such as agents, schools, colleges, universities, pathway providers, 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.
- Coordinate and manage inward visits by prospective students, applicants and other key influencers.
JOB DESCRIPTION

- Manage the agent network within the designated markets to ensure they are effectively promoting the University in-country.
- Work collaboratively with the Marketing team to plan and execute online and offline marketing activities appropriate to the designated markets.
- Deliver a schedule of tailored and timely communications for the designated markets at key points of the student journey from initial enquiry through to enrolment.
- Represent the University at international recruitment events, providing advice and guidance to prospective students and their influencers.
- Act as a main point of contact for prospective international students, applicants and their influencers.
- Visit source institutions such as schools, colleges and universities to deliver engaging presentations promoting the University to prospective students, applicants and their influencers.
- Gather market intelligence and identify recruitment opportunities in market which the University is not currently exploiting and to advise senior managers on the development of programmes to meet these demands.
- Undertake relevant projects as directed by the International Recruitment Manager.

Collaborative Working

- Act as the International Recruitment Team liaison contact to one of the University’s faculties to deliver advice and guidance on academic department’s international recruitment strategies and objectives.
- Act as the Team’s liaison contact with one or more of the University’s support services (e.g. International Student Support; Accommodation Services; Careers).

The post-holder may from time to time be involved in other aspects of the Directorate’s work, in particular providing staffing assistance at major Open Days and during confirmation and clearing.

- Work in a constructive and collaborative manner with a range of individuals and organisations to ensure 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

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<th>Qualifications</th>
<th>Essential / Desirable</th>
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### Knowledge
- Knowledge and understanding of student recruitment issues faced by UK higher education in recruiting students from China/Hong Kong S.A.R
- Knowledge of the education systems in China and Hong Kong S.A.R

### Skills, abilities and competencies
- Fluent written and spoken Mandarin Chinese and English
- Ability to develop student recruitment strategies and plan their implementation across a range of markets
- Excellent oral communication skills including the ability to present effectively to diverse audiences
- High level of literacy and attention to detail to produce clear, concise written reports, business plans and strategies
- Ability to use IT skills to a high level of competence including word-processing, presentation, database and spreadsheet applications
- Ability to analyse and interpret market intelligence including the use of database-stored information for planning and evaluating market strategies
- Ability to organise own workload under pressure of time and resources whilst maintaining a high level of attention to detail
- Ability to adapt to changing priorities and flexible deadlines
- Ability to work effectively within a team whilst also able to work independently for sustained periods
- Evidence of meeting and exceeding objectives and targets

### Experience
- Experience of working in an education marketing or student recruitment role
- Experience of working effectively within a Chinese cultural context
- Experience of managing budgets
- Experience of using WeChat or other Chinese social media platforms in a professional context
- Experience of international student recruitment in a higher education context
- Experience of international student recruitment in China/Hong Kong S.A.R

### Personal attributes
- Ability to represent the University confidently and to leave a positive impression
- Cultural sensitivity, tact and diplomacy
- Excellent interpersonal skills and the ability to relate to and influence a wide range of people of differing cultural backgrounds and levels of seniority
- Ability to work with a high degree of independence and respond positively and creatively to unforeseen events
- Ability and willingness to travel extensively overseas, which may be up to 3 weeks at a time
- Ability and willingness to work extended hours and out of hours (e.g. evenings and weekends where required)
THE DEPARTMENT

This role is based within the International Recruitment Team which promotes the University to prospective students and advisors in the University's markets outside the EU. The International Recruitment Team works closely with other sections of the Directorate of External Relations: in particular those dealing with marketing, communications, partnerships, alumni outreach and admissions. The International Recruitment Team is based in The Stables building on Campus West. The Team also has three recruitment-focused Representative Offices based in Delhi, Kuala Lumpur and Beijing.
The University

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2019 it is the home of more than 18,000 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 to have appeared in the world top 100. We were rated 22nd in the 2019 Times & Sunday Times league table. 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 multiple 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 is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

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](http://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 7851
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 4 August 2019

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

Direct any informal queries to nick.skeavington@york.ac.uk

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835