

The University of Manchester Worldwide

China Centre

Job Description

JOB TITLE: Course Counsellor & Marketing Officer
—AMBS OBL Courses, China Centre, The University of Manchester Worldwide

REPORTS TO: Recruitment and Marketing Team Leader

ORGANISATIONAL UNIT: China Centre, The University of Manchester Worldwide

OVERALL PURPOSE OF THE JOB:

The post holder will work with the China Centre Director and Marketing and Recruitment Team leader to develop and implement the Global MBA and Alliance Manchester Business School (AMBS) OBL course marketing strategies and plans; The person will be responsible for promoting the Global MBA and other AMBS OBL courses as well as identifying business opportunities through different marketing channels and activities; supporting recruitment of students; assisting manage the marketing budget and relationships with business partners; co-coordinating, developing and organizing promotional activities/events that can successfully communicate with different target audiences; establishing and maintaining close connection with MNC, SOE, private enterprises and identify new business opportunities.

KEY RESPONSIBILITIES, ACCOUNTIBILITIES OR DUTIES

China Regional recruitment for Global MBA and Alliance MBS OBL courses

- Achieve the student recruitment target by means of well-planned and prepared events, company visits and/or other ways of contacts;
- Provide professional course counselling to prospective AMBS OBL Courses students
- Application evaluations during admission season;
- Facilitate on execution and reporting of market research to inform marketing and recruitment strategies in the region.

- Input into the development of centre marketing plans and campaigns to support the centre recruitment strategies.
- Undertake competitor analysis, market research and reviewing tactics and making recommendations on regular basis.
- Provide necessary feedback and reports on business development activities as per management requirements
- Participate in local and regional exhibitions and events promoting AMBS OBL Courses
- Contribute to initiatives supporting overall as led by the centre director

Events

- Domestic promotion events planning with focus on added value events that engage prospects, creating a sense of community pre-enrolment. Plan all year events, including dates, destination, etc. Upload all events online and gather registration;
- In charge of events operation, including preparation, following up, etc;
- Participate in the overall marketing and recruitment activities for the China Centre

Promotion and Marketing

- Assist with developing of promotional materials and brochures, website maintenance, also other related marketing works;
- Identify potential media channels/angles and advertising opportunities both within and outside the region
- Liaise with suppliers and partner organizations on planning and executing marketing activities for the China Centre.
- Coordinate contents and artwork for mass E-mailers with external agencies and follow up to ensure that these are sent out to the necessary database as per the events calendar

- To feed into the Marketing development of communication that will enhance conversion rates, and to review the quantity and timing of these messages, if applicable.

The post holder is also required to:

- Carry out other duties as required by the centre director
- Bring market intelligence and analysis for China Centre's further development.
- This role requires irregular working hours and travel.

Essential Knowledge, Skills and Experience

The person appointed should:

- BA degree or above, preferably to degree level in marketing related field
- Good presentation and communication skills both in English and Chinese
- Have several years of experience of working in a sales or a customer focused environment with strong communication skills.
- is a plus.
- Demonstrate the ability to build strong working relations with international stakeholders
- Experience of organising and delivering recruitment events, including delivering formal presentations.
- Experience of analysing statistical data, draw out key information and report on findings and recommendations to inform planning processes.
- Be self-motivated with a positive 'can do' attitude and the ability to problem solving and think of new ideas.
- Demonstrate the interpersonal skills required to build strong working relations internationally and to identify opportunities for development and collaboration.
- Have strong IT skills, including word, excel, PowerPoint and in the use of databases. Posses the ability to proactively investigate new software to improve recruitment processes.
- Present a professional image of the University

Desirable Knowledge, Skills and Experience

- i. Have experience of the educational sector or direct selling experience at MNCs.
- ii. Experience of working with different cultures.
- iii. Relevant digital marketing experience
- iv. Possess a sales or marketing professional qualification i.e. CIM or IDM preferred.

How to apply?

Please provide a letter of application, photo and CV to: HR@uom.ac.cn by 8th February 2021.

Email subject: Course Counsellor and Marketing Officer