

## **The University of Manchester Worldwide**

### **China Centre**

### **Job Description**

**JOB TITLE:** Senior Marketing and Recruitment Officer  
-UMW 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 marketing strategies and plans for UMW online / blended-learning courses.

The person will be responsible for

- Strengthening UMW online / blended-learning courses awareness and interacting with potential market;
- Lead the market development for the designated area and assigned industries;
- Achieve the student recruitment target by means of well-planned and prepared events, company visits and/or other ways of contacts;

#### **KEY RESPONSIBILITIES, ACCOUNTIBILITIES OR DUTIES**

##### **China Regional Promotion and Marketing – UMW Courses**

- Develop innovative annual promotional campaign plan for UMW Courses to support the centre recruitment strategies.
- Plan and execute related marketing campaigns supporting the recruiting activities
- 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.
- Participate in social media account maintenance, share the responsibility of content generation and optimization;

### **Recruitment for UMW 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 students
- Application evaluations during admission season;
- Facilitate on execution and reporting of market research to inform marketing and recruitment strategies in the region.
- Monitor the competition, exploit innovative commercial opportunities for UMW Courses
- Provide necessary feedback and reports on business development activities as per management requirements
- Contribute to initiatives supporting overall as led by the centre director

### **Events**

- Participate in the overall marketing and recruitment activities for the China Centre
- 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.
- In charge of events operation, including preparation, following up, etc;
- 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**

- BA degree or above, preferably to degree level in marketing related field;
- Be curious, proactive and willing to embrace changes;
- Excellent communication, interpersonal skills and a strong sense of customer orientation;
- Experience / skillset in social media marketing is essential;
- Strategic mind-set, Analytical, results driven and strong ability to learn;
- Excellent business written and fluent spoken English (native speaker equivalent would be advantageous);
- Sensitive to new methods and channels of market communication, initiate new marketing approaches;
- Highly proficient in software and internet / social media savvy is a plus
- Experience of analysing statistical data, draw out key information and report on findings and recommendations to inform planning processes.
- Experience of organising and delivering recruitment events, including delivering formal presentations.
- Demonstrate the interpersonal skills required to build strong working relations internationally and to identify opportunities for development and collaboration;
- Present a professional image of the University;
- The Senior Marketing and Recruitment Officer should be, at different times, a writer, project manager, critical/creative thinker, storyteller, and communication expert.

### **Desirable Knowledge, Skills and Experience**

- i. Marketing and recruiting function at a leading academic institution or a consumer goods company is preferred;
- ii. Experience of working with different cultures;



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iii. 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](mailto:HR@uom.ac.cn) by 8<sup>th</sup> February 2021.

Email subject: Senior Marketing and Recruitment Officer