


International Officer (China)	
Role Description	

Grade & Salary:	Grade 4
Campus Location:	Sighthill campus
Line Manager:	International Partnership Manager
Line Management Responsibility for:	n/a
Role Summary:	<p>The primary focus of the International Operations and Student Recruitment Directorate is to support the delivery of the wider University 2020 and Internationalisation strategies, delivering effective and responsive recruitment, admission and administration services to support the student journey both in Edinburgh and in conjunction with our partners around the world.</p> <p>Within the International Operations and Student Recruitment Directorate, the International Recruitment Team has core responsibility for the promotion of the University overseas and the delivery of the international student recruitment strategy. The team works closely with the Academic Schools to drive recruitment from the identified target markets into key programmes and subject areas across all levels of study at the University.</p> <p>The International Officer (China) will focus on supporting international student recruitment from China. This will include working with applicants to guide them through the admissions process, and developing and managing relationships with a range of stakeholders including partner universities, education agents, school guidance counsellors and other external stakeholders important to the recruitment process.</p> <p>Working closely with the International Partnership Manager, the post holder is also responsible for providing support across the regional team in areas such as enquiry management, admissions, partnership agreements, scholarships and delegation visits; in addition to supporting the maintenance of the Chinese website and Chinese social media platforms.</p> <p>This post will involve weekend and evening work and will involve some occasional travel within the UK and internationally.</p>

Main Duties and Responsibilities

➤	To support the development and implementation of the University's International Recruitment Strategy, with a particular focus on the recruitment of international students from China as part of the wider China & Asia Pacific & South East Asia regional team.
➤	To support the International Partnership Manager (based in Edinburgh) and China Project Manager (based in Beijing) in developing and maintaining Chinese partnerships with a view to increasing student enrolments from China.
➤	To maintain good relationships with UK based Chinese agents and to work collaboratively with the Admissions and Visa and Immigration Team to develop innovative strategies to increase recruitment from UK based international students.
➤	To plan and organise on campus progression events in conjunction with academic Schools to assist final year undergraduate students in progressing onto postgraduate studies.
➤	To maintain a register for all agent contracts across the region and to ensure that procedures relating to the recruitment, selection and performance management of agents are implemented and kept up to date.
➤	To develop and implement an annual Chinese communication plan, which includes managing the University's Chinese website and social media accounts, coordinating visits to campus by partners and agents, developing plans for an annual Chinese partner conference and assisting with Chinese alumni events and activities.
➤	To manage the application, selection and allocation process for scholarships across the region.
➤	To maintain a register for all partnership agreements which include a discount or scholarship arrangement and to track the performance of these agreements and monitor the financial implications.
➤	To work directly with applicants to help guide them through the admissions process and pre-arrival information when they accept their offer to the University.
➤	To use the University CRM system to provide timely responses to international enquiries and to ensure that information on key contacts is kept up to date.
➤	To organise and host senior delegation visits from Chinese partner universities and key stakeholders to Edinburgh Napier University
➤	To establish and maintain strong relationships with key influencers to the recruitment process. This includes developing and maintaining a wide range of contacts with international schools, colleges, universities, funding bodies (including government ministries, embassies etc.), British Council, agents, and Edinburgh Napier University alumni.
➤	To assist the China Project Manager (based in China) with admissions processes and procedures and to update and maintain internal and external guidance on the equivalencies of local qualifications and to assist Admissions staff in applying this information consistently.
➤	To work effectively with key contacts in the Schools and other Professional Services
➤	To undertake any other duties as may reasonably be required by the International Partnership Managers or the Vice Principal (International).
➤	Work in line with the University's values Statement which sets out to ensure that the University will be recognised as one which is professional, ambitious, innovative and inclusive. That in our dealings with others we act with respect and integrity and that we will create an environment in which everyone involved with the University feels proud, confident, challenged and supported.

Person Specification

Attributes	Essential Requirements	Desirable Requirements
Education/Qualifications	<ul style="list-style-type: none"> • Educated to a degree level or equivalent OR equivalent relevant experience 	<ul style="list-style-type: none"> • Postgraduate or professional qualification in Marketing or a related field
Experience	<ul style="list-style-type: none"> • Experience in student recruitment, HE marketing, communications or similar areas. • Experience in developing and planning promotional campaigns 	<ul style="list-style-type: none"> • Experience in international student recruitment • Experience in developing and managing international partnerships • Experience in event management • Experience of working in Higher Education
Skills/Personal Requirements	<ul style="list-style-type: none"> • Ability to work to targets • Excellent interpersonal and team member skills, with ability to relate successfully to colleagues, students and those external to the University • Flexible and proactive approach • Excellent oral and written communication skills • Excellent organisational skills including ability to organise own workload and work under pressure to deadlines. • Customer focused approach and sensitivity to cultural issues 	<ul style="list-style-type: none"> • Sales related skills • Valid UK driving licence • Fluency in written Mandarin

	<ul style="list-style-type: none">• IT skills in project planning, excel and data analysis• Ability and willingness to travel overseas and work flexible hours including some evening and weekend work• Fluent Mandarin speaker.	
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