

Role Title

Education Services Assistant Manager – Newcastle University

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Education	5	Beijing	3-year (fixed term)	Head of Client Liaison & Research

This position will be employed by Ying He Advertising (Beijing) Company Limited (英合广告(北京)有限公司) which is a Wholly Foreign Owned Enterprise under the British Council

Role purpose

The post holder is expected to be the Education Services Account Assistant on behalf of our client (Newcastle University). The post holder is expected to assist the implement the University's strategies, provide support services for stakeholders, as well as coordinate a diverse portfolio of activities. The job involves extensive travel and sometimes for up to three weeks at a time, so the ability and willingness to work evenings, weekends and unsocial hours are essential.

- Providing support to the strategic development of Newcastle University in China
- Helping to reach agreed student recruitment enrolment targets from China
- Representing the University at education fairs and recruitment events
- Developing the University's agent network, lead generation, conversion activity, PR and alumni engagement strategy
- Developing the University's online presence and profile through the Newcastle China website and appropriate social media platforms
- Identifying and exploiting international revenue streams within the education sector

About us

Founded in 1934, the British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Last year we reached over 65 million people directly and 731 million people overall including online, broadcasts and publications.

The British Council has had a presence in China since 1943, and since 1979 we have been operating as the Cultural and Education Section of the British Embassy in Beijing and the Cultural and Education Section of the Consulate-Generals in Shanghai, Guangzhou, Chongqing. In 2017 we opened our first English centre in Mainland China, based in Nanjing. Our work in China is of great importance to the global British Council operation, both politically and commercially. With more than 750 staff across our offices in China, we operate a wide range of programmes in English, exams, arts, and education in partnership with local authorities and partners.

We achieve significant impact and reach through our programmes which have engaged millions of young people and thousands of professionals and policy makers across China, including:

- 900,000 people who have taken an exam with us within the past year, be it an English language exam, such as the IELTS exam, or a professional exam, such as the ACCA qualification.
- 10,000 English teachers and one million students who have benefitted from our English language teacher training programmes in the past two years.
- Nearly 155,000 Chinese students who are currently studying in the UK, many of whom have engaged with our work encouraging and supporting student mobility.
- One billion people reached and influenced through our 2015 Year of Cultural Exchange, which comprised of more than 200 events across 14 Chinese cities, and our Shakespeare Lives campaign in 2016 achieved similar levels of impact.

The British Council operates under three legal entities in China. 1) We operate as the Cultural and Education Section of the British Embassy in Beijing and Cultural and Education Section of the British Consulate-General in Shanghai, Guangzhou, Chongqing and Wuhan. 2) Our Exams work across China operates as a Wholly Foreign Owned Enterprise - BC Education Consulting (Beijing) Company Ltd (BC 教育咨询 (北京) 有限公司)/ BC Education Consulting (Beijing) Co. Ltd Chongqing Branch (BC 教育咨询 (北京) 有限公司重庆分公司)/ BC Education Consulting (Beijing) Co. Ltd Guangzhou Branch (BC 教育咨询 (北京) 有限公司广州分公司)/ BC Education Consulting (Beijing) Co. Ltd Shanghai Shenyu Education Technology Branch (BC 教育咨询 (北京) 有限公司上海申宇教育科技分公司). 3) We also operate as the Ying He Advertising (Beijing) Company Limited (英合广告 (北京) 有限公司). This position will be employed by **Ying He Advertising (Beijing) Company Limited (英合广告 (北京) 有限公司)**.

Geopolitical/SBU/Function overview:

Education Services Team supports the UK education sector in its strategic engagement with China and help UK institutions to expand their presence and student recruitment in the China market.

Main opportunities/challenges for this role:

- Assist the implementation of strategic plans in the country.
The post holder must have the ability to deal with different working cultures in the UK and China and to communicate effectively to carry out the set goals.
- Communication with partners, agents and other stakeholders on behalf of the University.
The post holder must have the ability to understand and communicate effectively to identify and solve problems and maintain the quality relationship with partners, agents and other stakeholders.
- Delivery of results and targets.
The post holder must have excellent planning and project management skills to enable management and completion of multiple projects and tasks. The post holder is expected to be accountable, resilient and able to deliver under pressure.

Main Accountabilities:

Contribute to the planning and implementation of University's Strategies:

Working with the University's International Office and colleagues to:

- Contribute to the translation of the University's strategic aims into practical and achievable business development plans and deliverable results to help meet on-campus student recruitment targets
- Contribute to the ongoing development of the University's global engagement plans and target setting
- Conduct market research and analysis to inform the University of trends, opportunities and risks in the country
- Contribute to the annual marketing and recruitment plans including advising students and agents and developing feeder routes for on-campus recruitment

- Contribute to the University's Chinese social media platform and assist with the development of China specific promotional materials.

Management of partners and agents:

Working with the University's International Office and colleagues to:

- Develop and manage agent relationships to generate increased student enrolment from China
- Coordinate relationships and administrative arrangements with university partners for recruitment purposes
- Manage relationships with key stakeholders including government agencies, partner institutions, feeder colleges, and recruitment agents.

Compliance with the University's quality assurance and admissions policies:

Working with the University's Director of International Affairs, Registry, Head of Admissions and Visa Office:

- Liaise with the University's academic colleagues and Registry as required in order to ensure compliance and best practice is adopted and that we remain compliant with QAA guidelines
- Ensure that the student recruitment practice supports compliance with current internal and external policies relating to admissions, quality assurance and the maintenance of the University's Highly Trusted Status

Delivery of results and targets:

- To contribute to the achievement of student recruitment targets from articulation partners
- To contribute to the building and maximisation of revenues in accordance with the University's strategic aims

Team:

- To work closely with the University's International Office, Admissions, Marketing and Academic Registry to provide students with the best possible support on the ground.
- To facilitate visits to China by the University staff.
- To promote and sustain a constructive, supportive and friendly working relationship with all customers, external and internal, immediate and senior management and other work colleagues

Professional Skills:

- Through active networking and research, develop awareness and knowledge of the international education market in line with the business strategies of the University

Key Relationships:

Internal: British Council: Country Directors, SBU leads, Marcomms team, etc.
University of Newcastle: Regional Manager for China, Director of International Affairs, Registry, Head of Admissions, Head of Marketing, etc.

External: Key customers, partners, stakeholders, etc.

Role Requirements:

Threshold requirements:

Assessment stage

Passport requirements/ Right to work in country	Chinese passport	Shortlisting
Direct contact or managing staff working with children?	Yes	N/A
Notes		
Person Specification:		Assessment stage
Language requirements (DELETE IF NOT APPROPRIATE)		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Speaking & listening, reading & writing <ul style="list-style-type: none"> English C1 (Aptis, IELTS 6 or equivalent) Chinese C1 (HSK 5 or equivalent) 		Shortlisting
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Bachelor's Degree or equivalent	<ul style="list-style-type: none"> Master's Degree Professional Qualifications (especially marketing) 	Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Experience of working in an international environment, preferably in higher education 	<ul style="list-style-type: none"> Experience of international agent recruitment and management Experience of student recruitment Experience of international conversion activity Experience of university alumni activity 	Shortlisting AND Interview
Role Specific Skills (if any)		Assessment Stage
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> High level organisational – time management skills Excellent oral, written communication and presentation skills Excellent networking skills with senior clientele and ability to work independently 	<ul style="list-style-type: none"> Account management Knowledge of Tier 4 Home Office student immigration compliance issues as they relate to the recruitment and admission of international students High level of numeracy 	Shortlisting AND Interview
British Council Core Skills		Assessment Stage
<ul style="list-style-type: none"> Communicating and influencing (Level 3) Able to use a range of non-standard and creative approaches to inform, and persuade others, extending logical argument to influence decisions and actions in a way which is inclusive and engaging. Planning and organising (Level 2) - Plans ahead 		Shortlisting AND Interview

<p>Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p> <ul style="list-style-type: none"> • Developing business (Level 2) - Analyses trends Researches markets and conducts cost/benefit analyses to identify new opportunities or recommend improvements to current initiatives. • Managing accounts and partnerships (Level 2) - Works with stakeholders and partners Communicates regularly with diverse stakeholders, customers and/or partners to build mutual understanding and trust. 	
British Council Behaviours	Assessment Stage
<ul style="list-style-type: none"> ▪ Being Accountable (More Demanding) - Putting the needs of the team or British Council ahead of my own ▪ Shaping the Future (More Demanding) - Exploring ways in which we can add more value ▪ Creating Shared Purpose (More Demanding) - Creating energy and clarity so that people want to work purposefully together <p><i>Please note: the other behaviours below will not be assessed at interview. However, all behaviours will be used for performance management purposes</i></p> <ul style="list-style-type: none"> • Connecting with others (Essential) - Making regular opportunities to understand others better • Working Together (Essential) - Establishing a genuinely common goal with others • Making it Happen (Essential) - Delivering clear results for the British Council 	<p><i>Interview</i></p>
Prepared by:	Date:
Athena Liu, Head of Client Liaison & Research	October 2018