

CHINA REPRESENTATIVE – GEORGE MASON UNIVERSITY

Job Description

The Role:

George Mason University is looking to appoint a new China Representative, based at INTO's University Access Centre (UAC) in Suzhou, China.

The overarching aim of the role is to grow the brand, profile, and presence of George Mason University in the UAC remit area, and increase the number of students recruited to study at the University. In addition to recruitment, the post holder will also work closely with marketing and INTO Regional Office colleagues to assist with profile raising and publicity activity for the region, co-ordinate in-country visits for academic colleagues and members of the senior management team, and support partnerships activities with local schools and universities.

While based at the UAC in Suzhou, China, travel will also be required to other cities in the region for recruitment activities. Travel to the US to visit George Mason University will also be expected at least once per year.

The position reports to the Centre Director of the UAC Suzhou, who provides the local management for all UAC Suzhou-based university representatives. It will also have a "dotted" reporting line back to George Mason University.

The salary is competitive and based on the individual's experience, and includes statutory holidays plus 20 days annual leave, as well as Employer's Social Security and Housing Fund Contributions.

About INTO University Partnerships:

Through innovative partnerships with leading universities, INTO University Partnerships strives to expand opportunities for higher education, ensure success, and transform the lives of the students and staff of its partner programmes. INTO's Mission is underpinned by five core values: (i) Purpose, (ii) Partnership, (iii) Performance, (iv) Passion, and (v) Pride. INTO relies upon employees across the world who share these values, and strives to build a global organisation comprising a full diversity of talents and cultures.

The University Access Centre (UAC) was established by INTO to support a wide range of internationalisation priorities for participating universities including George Mason University, through the recruitment of additional students from key source markets and increasing profile and presence overseas to facilitate other in-market projects. For students interested in studying overseas, the UAC aims to provide quality counselling and advice in a conveniently-located 'one-stop-shop' environment for all their study abroad needs.

Main Duties and Responsibilities:

The position will support university-wide recruitment from China and, where required, specific support will be provided to develop other university initiatives. The responsibilities of this position may change and develop over time, but will include the following:

- Plan, organise and participate in a range of recruitment and promotional activities including education exhibitions, school fairs, counselling sessions, student presentations, and academic seminars etc., to help drive student recruitment and raise the profile of George Mason University
- Provide detailed admissions guidance and assistance to individuals and groups including prospective students and University stakeholders interested in George Mason University as a place of study
- Carry out regular follow-up and conversion strategies in order to maximise student engagement leading to increased enrolments at George Mason University
- Assist in the identification, development and management of potential relationships with partner institutions (corporate and/or educational) within the Jiangsu/Shanghai area and across China
- Assist in the engagement of George Mason University's local agent base within the UAC Suzhou remit area with office visits, student interviews/meetings, trainings, and other events as appropriate, and in coordination with the local INTO Regional Office team
- Coordinate alumni events, presentations, and pre-departure briefings in the local area, as well as receive and plan agendas for visitors from the university on occasion
- Carefully manage so as not to exceed George Mason University's annual UAC travel budget
- Create or adapt recruitment presentations and marketing materials for the local market
- Understand and adhere to protocols concerning the entering and reporting of all activities and engagements with students, as well as the UAC's CRM system and application platforms
- Present a professional and positive image of George Mason University, INTO, and the UAC at all times through a courteous and professional manner
- Maintain the highest possible standard of customer service while always putting the student first
- Acquire and maintain an expert level of knowledge about George Mason University's colleges, programmes, scholarships, admissions requirements, rankings, accreditations, student life, tuition and international support offered
- Be an authority on the US education system, visas, and study abroad sector
- Provide detailed reports and feedback about recruitment activities to management on a regular basis
- Meet annual recruitment goals, and participate in an annual performance review
- Be flexible, and willing to work in evenings and on weekends.

Specific Requirements:

Education and qualifications	Required	Preferred
An undergraduate degree	✓	
An undergraduate or postgraduate degree from a UK or US university		✓
A postgraduate qualification, or other qualifications relevant to the job		✓

Experience, knowledge & skills	Required	Preferred
An awareness of issues in the international student market, particularly in mainland China	✓	
Ability to build and maintain relationships with students, peers, and senior managers	✓	
Ability to prioritise, meet deadlines and perform under pressure	✓	
Ability to understand and interpret recruitment reports and data	✓	
Initiative-taking and problem-solving capability, with excellent attention to detail	✓	
Mandarin Chinese and English language fluency	✓	
Demonstrated ability to deliver against targets/KPIs	✓	
Ability to work independently to a high standard without constant supervision	✓	
Strong commercial acumen, and an excellent level of customer service	✓	
Experience with Microsoft Office, particularly PowerPoint and Excel	✓	
Previous experience of recruiting to education providers in the US		✓
Previous experience working with INTO and/or INTO partner universities		✓
Personal attributes	Required	Preferred
Enthusiastic, performance-driven team player	✓	
Exceptional written, verbal, and presentation skills (both in English and Mandarin Chinese)	✓	

How to Apply:

If you have the necessary skills, experience and interest for this post, please submit the following to tom.ennis@intoglobal.com and russell.brown@intoglobal.com:

1. Cover Letter
2. Resume
3. Contact information for at least two references

Your CV should include your current and expected salary. The covering letter should include why you are interested in working for INTO University Partnerships and George Mason University, and demonstrate key competencies.

The closing date for applications is **30th November, 24:00** (China time). The interviews are expected to take place online from the week commencing 6th December.