

International Officer – (Hong Kong and East Asia)

Department: UEA Global, University of East Anglia (UEA)

Location: Hong Kong

Reporting to: Regional Manager – East Asia

Starting Annual Salary: Pay Grade 6 (UEA ALC Salary Scale)

CONTEXT

The International Officer – (Hong Kong and East Asia) is a member of the University of East Anglia Global (UEAG) Recruitment Team, part of the Admissions, Recruitment and Marketing (ARM) service. UEAG recruitment staff are responsible for promotion of the university internationally, and for encouraging the best international students from around the globe to study with us.

The focus of the role will be the Hong Kong market, it is expected that the post holder will also work closely with the recruitment teams representing Taiwan, Mainland China, South Korea, Japan and Mongolia. This role would usually include a busy travel schedule within Hong Kong and East Asia. Under the changing international student recruitment landscape, the post holder is also expected to engage in digital recruitment channels.

The post holder will be responsible for contributing to UEA's undergraduate and postgraduate student recruitment strategy. The expectation is that the post holder will also encourage students to apply to INTO UEA and study abroad programmes and to contribute to a range of UEA Global projects. In Hong Kong, the faculty of Medicine and Health Sciences are amongst the most popular, the post holder will be expected to maintain this interest and increase the profile of other UEA faculties in Hong Kong.

The post holder will be expected to work from the INTO Regional Office based on Nathan Road in Kowloon.

MAIN DUTIES AND RESPONSIBILITIES

The post holder is required to undertake a number of wide ranging duties and responsibilities in order to assist the University in delivering a high quality service in line with its strategic plan. These duties and responsibilities include:

- Lead on the recruitment strategy for Hong Kong, including the strategic planning, budget management and student engagement activities.
- Undertake frequent travel in Hong Kong and East Asia in order to attend higher education exhibitions, and to make visits to educational agencies, schools and other institutions.
- Promote UEA as a study destination and undertake student counselling and admissions guidance. This includes engaging with applicants and offer holders directly and engaging with offer students, parents and other stakeholders.
- Develop good relations with a wide range of UEA contacts. Particularly with academics in the Faculty of Medicine and Health Sciences and Norwich Business School.
- Work with UEAG colleagues in devising and implementing projects and campaigns designed to enhance the University's exposure overseas and aid conversion of applicants into enrolments.
- Act as a point of contact, handle enquiries and develop good relations with a wide range of external stakeholders, including applicants and parents, international schools, local universities and the British Council.
- Engage with and develop links with local alumni, collect case studies and career profiles, and assist in organising in country alumni reunions.
- Assist with recruitment events in other East Asian markets.
- Work with the UEA Marketing Team and colleagues to develop content for social media and UEA digital platforms.

During peak recruitment periods, unsociable hours and weekend work will be required. Annual leave may be restricted during this time.

All role holders are expected to undertake other appropriate duties as may be requested by the Regional Manager for East Asia.

GENERAL INFORMATION

Eligibility to live and work in Hong Kong is essential. The post holder would usually be expected to undertake regular business travel in East Asia, and to the UK once per year to participate in an annual UEAG conference.

For informal enquiries on the role, please contact Tim Hubbard, Regional Manager for East Asia at tim.hubbard@uea.ac.uk

Person Specification

CRITERIA	Essential	Desirable
Education, Experience & Achievements	<ul style="list-style-type: none"> • Educated to degree level or equivalent. • Recent experience of working in a role related to marketing and recruitment and/or a role related to international education. 	<ul style="list-style-type: none"> • Experience of living, working or studying in the UK. • Experience of a similar student recruitment role. • Experience of producing analytical reports with commentary and recommendations. • Knowledge of health and medicine faculties in a UK university context.
Skills & Knowledge	<ul style="list-style-type: none"> • A good understanding of Hong Kong and UK culture, and knowledge of the respective education systems. • Excellent interpersonal, presenting and customer service skills. • Strong administration and IT skills. 	<ul style="list-style-type: none"> • Fluency in Cantonese. • Fluency in Mandarin Chinese, Japanese or Korean, or experience of living, studying or working in Mainland China, Taiwan, Japan or South Korea. • A set of knowledge of recruitment and admissions procedures of both Chinese and UK Higher Education sector. • Experience of creating social media content. • Experience of using Hong Kong advertising and digital recruitment channels.
Personal Attributes	<ul style="list-style-type: none"> • Excellent motivation and desire to achieve set goals. • Highly personable and culturally sensitive with a willingness to work with people of all backgrounds. • Ability to work independently as well as part of a large team and organisation. 	

	<ul style="list-style-type: none"> • Ability to undertake multiple tasks and priorities in a calm and professional manner. 	
Special Circumstances	<ul style="list-style-type: none"> • Willingness to work unsociable hours at peak recruitment times. • Willingness to undertake business travel in East Asia. • Citizen of Hong Kong or ability to obtain permission to work in Hong Kong (UEA can assist with work permission where required) 	