

Job Description - Area Manager (Wuhan)

Context

INTO University Partnerships (IUP) is a global education partnering organization, working in large-scale, long term partnerships with world-renowned, research-intensive universities. INTO provides a global marketing and recruitment network, together with management and admissions services to support such partnerships. The Company aims to improve global access to quality higher education, support international student mobility and enhance the competitive positioning and performance of its Partner Universities through embedded long-term partnerships.

IUP works with leading universities in the UK, US and Asia, investing in the development of world-class international student centres. With a clear focus on and commitment to the delivery of the highest quality of student experience, we specialise in preparing students for undergraduate and postgraduate study at partner institutions and other leading universities in the UK and beyond.

Requirements

INTO University Partnerships is seeking to hire an Area Manager who will act as an INTO representative increasing recruitment into INTO's programmes and partners in the UK & US as well as any new developed products added into the portfolios.

The candidate should have experience in the international education sector, preferably in the private sector. The candidate should be familiar with working with education agents. The specific focus of this position is to grow enrolments to the existing and future INTO centres and partner universities.

The candidate should be proficient in English language and Mandarin.

Reporting Line

The post holder reports to the Senior Regional Manager.

Job purpose

To deliver budgeted enrolment numbers for INTO programmes in Hubei Province.

Key Accountabilities

The following tasks provide a general overview of the types of activity the successful applicants will be expected to engage in on a day-to-day basis.

The tasks are not intended to be an exhaustive list of responsibilities as the nature of our business requires all employees to be flexible, dynamic and to have the capacity to think creatively when presented with challenges.

- Area Manager in developing an annual regional marketing plan to achieve set recruitment targets from the respective region.
- Support the work of other regional offices and our overseas partners.
- Manage and grow business relationships with agencies and other suppliers of students within recruitment territory.
- Provide on-going training and counseling to all relevant agents and other stakeholders including timely distribution of promotional materials and the translation and distribution of INTO news items to all relevant stakeholders.
- Promote INTO at feeder institutions, exhibitions, seminars and other events.
- Handle all relevant inquiries and correspondence and submit monthly marketing accounts to appropriate staff
- Analyse, recommend and present opportunities of academic collaboration, marketing and advertising within the recruitment area.
- Promote, contribute to and model a positive view and high-performing customer service culture INTO.
- Ensure all work complies with legal and INTO standards.
- Undertake other duties as directed by line management.
- This position involves significant domestic travel within the defined region.
- Your job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request;
- We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.

Person Specification

	Essential	Desirable
Legal Status	<ul style="list-style-type: none"> • Eligibility to work and travel freely in China as well as to and from overseas 	
Education/Qualifications	<ul style="list-style-type: none"> • Undergraduate degree or equivalent. 	<ul style="list-style-type: none"> • A postgraduate qualification, or other qualifications relevant to the job.
Knowledge/Skills	<ul style="list-style-type: none"> • An awareness of issues in international student recruitment. • Ability to build and manage relationships with peers and senior managers. • Ability to prioritise, meet deadlines and work under pressure with defined resources. • Initiative and problem-solving capability. • Demonstrated ability to deliver against targets. • Ability to work independently to a high standard without constant supervision. • Strong commercial acumen. • Excellent relationship manager. 	<ul style="list-style-type: none"> • Previous experience of recruiting to education providers in the UK/US desired.

	<ul style="list-style-type: none">• Enthusiastic, performance-driven team player.• Exceptional written, verbal and presentation skills.• Could accept intensive travel schedule or work in weekend or public holidays	
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Salary

Salary dependent upon skills, qualifications and experience.

Location

The post will be based in Wuhan.

Application

For additional information or to apply to this position, please send cover letter and resume to apple.nie@intoglobal.com by close of business Friday April 23d 2021.