



the global education partners

## Job advert

# Senior UK Project Manager (National)

### Reporting Line:

Assistant Director, Product Sales (China)

### Job Purpose:

To manage the growth of enrolments to INTO's university partners in the UK / Europe division, with a specific focus on partner management and destination focused recruitment activities.

### Marketing Region

Based in China, the applicant will be expected to travel extensively across China and overseas as requested by their line management.

### Key Accountabilities:

The following tasks provide a general overview of the types of activity the successful applicant 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.

### Recruitment:

- Together with the Assistant Director to develop the annual China marketing and recruitment strategy for (i) INTO UK overall and (ii) each UK Partner university, including but not limited to budgeting, recruitment channels, promotional activities, and relevant content.
- Support the negotiation and implementation of tailored business plans agent-partners as designated by line managers
- Act as the 'go to' contact point for any recruitment barriers and troubleshoot these with Centre/HQ colleagues
- Analyse, recommend and present opportunities of academic collaboration, marketing and advertising within the recruitment area
- Proactively identify and resolve any barriers to recruitment
- Work with Marketing Team to develop promotional support materials tailored to meet the needs of the Chinese market
- Promote INTO at feeder institutions, exhibitions, seminars and other events.
- Provide input and support the roll-out business plans at key agency headquarters
- Provide strong leadership for the UK recruitment team, including the on-going training and assessment of their programme knowledge so to achieve targeted recruitment plans

**INTO UNIVERSITY PARTNERSHIPS LTD**  
ONE GLOUCESTER PLACE  
BRIGHTON, EAST SUSSEX  
BN1 4AA, UK

**T** +44 [0]1273 665200  
**F** +44 [0]1273 679422  
**E** [corporate@into.uk.com](mailto:corporate@into.uk.com)  
**W** [www.into-corporate.com](http://www.into-corporate.com)

## Partner Management

- Act as a liaison between centers and market, providing valuable two-way communication
- Maintain excellent relationships and regular communication with university partners to develop robust recruitment plans, analyse recruitment trends, trouble-shoot challenges and manage center financial budgets
- Work with Regional Managers to ensure regional staff with a country focused are working collaboratively as a team
- Work with the Assistant Manager to ensure INTO strategic plans are communicated at all levels within the organization

## Teamwork

- Develop strong communication channels amongst all CHKM staff, IUP/HQ staff and center staff
- Proactively keep your line manager and Senior Management Team apprised of regional issues
- Work with the colleagues across the team on any activity that requires teamwork across roles such, as creation of business proposals, roll-out of business plans, preparation of enrolment target proposals, financial budgets, roll-out new recruitment strategies, center launches, product training, etc...
- Support regional recruitment activities
- Proactively drive the internal staff learning and communication, so to ensure the INTO team is the product expert in the market

## Customer Service

- Promote, contribute to and model a positive view and high-performing customer service culture INTO.
- Presents a professional and positive image of INTO at all times
- Confidence to suggest and make improvements to customer service at all levels within the team
- Ensure that INTO agents, university partners and IUP colleagues around the globe maintain a positive view of INTO, its staff, and its partner universities through your courteous and professional manner
- Represent the INTO China Regional office to INTO's university partners in China and on trips abroad

This position involves significant domestic travel within the defined region, as well as occasional overseas travel.

Working Location: Beijing, Shanghai or Guangzhou is preferable.