

JOB SUMMARY FORM

REF. NO:	JOB TITLE: Business Development Officer
SALARY:	Competitive
DEPARTMENT/SCHOOL/UNIT: Global Student Recruitment Department	
REPORT TO: Head of China	
JOB PURPOSE: This is a short-term role as part of the China team, contributing to the achievement of global student recruitment targets in China, by delivery recruitment activities through frequently agent training, attending event and visiting partnership institutions. Be responsible for providing efficient support and delivering high-quality services via face to face and online channels.	
MAIN ACTIVITIES/RESPONSIBILITIES:	
1. The role requires extensive in-country travel.	
2. To regularly train agents with professional knowledge of Queen's general information, programs, accommodations, location, and application and visa processes.	
3. To provide operational support to Queen's parentships institutions through conducting seminars, efficiently answering inquiries raised by relevant agents or students/parents to support applications, but not limited.	
4. To visit local Chinese universities, international schools through conducting presentations, talking with students/parents, counsellors including but not limited to interview students, etc.	
5. To support recruitment/alumni/promotion events, including but not excluding group agent event, offer holder event, pre-departure events, alumni event.	
6. To provide translation and language support for Queen's University staff and activities as required.	
7. To liaise with colleagues at Queen's faculty hub, Admissions to ensure applications, inquiries are progressed in a quick and efficient turn around manners.	
8. To provide sound and relevant marketing and recruitment intelligence to Line Manger	
9. To implement other tasks assigned by Line Manager.	
10. The university reserve the right to introduce changes in line with market developments which may impact upon the job duties or methods of working.	

PLANNING AND ORGANISING:

- Organise and schedule own activity and workflow to ensure that queries from stakeholders (agents, local universities, students/parents, etc.) are made and enquiries handled within the University's targets and deadlines.
- Respond to immediate demand on a day-to-day basis and over a longer time span to meet agents and student needs.

INTERNAL AND EXTERNAL RELATIONSHIPS:

- Ensure agents always receive high quality levels of customer service
- Represent and promote the University at external promotional/recruitment events and with international sponsoring organisations.
- Represent the Global student recruitment department on internal University working groups or committees as required by the Line Manager.
- Service University working group(s) as required by the Line Manager.
- Regular contact with prospective external agencies and liaison with academic and administrative/clerical staff across the University.
- Regular communication with the line manager at meetings and report back/take follow-up action as appropriate

EMPLOYEE SPECIFICATION

Post Title: Business Development Officer in China
 Department: Global Student Recruitment

		ESSENTIAL	DESIRABLE
1	Education and Qualifications	Be a Bachelor Graduate	A relevant degree in marketing/business. A UK Alumni.
2	Experience	A minimum of 1 year experience in education field, recruiting students for UK-based higher education programmes. Or relevant internship experience.	Relevant extensive experience in the international higher education sector, preferably UK higher education sector is desirable. Or Working with educational agency.
3	Other Skills/Knowledge	Excellent oral and written skills in both Mandarin Chinese and English. Ability to deal effectively with face-to-face, telephone and written enquiries. Capable of following oral and written instructions.	
4	Presentation/Communication	Strong interpersonal skills, including ability to communicate clearly with customers. Interest in and evidence of effective communication with young adults and knowledge in creating impactful two-way communication.	
5	Personal Qualities	Ability to work on own initiative and as part of a team. Ability to maintain a confidential and professional approach in all areas of work. 'Can do' approach and positive attitude to problem solving. Strong customer service spirit Ability to plan and organise workload to meet standards and deadlines. Calm, flexible, willing to adapt to new tasks and duties	
6	Special Factors and other Requirements	Self-motivated, energetic and enthusiastic Able to work independently, flexibly and for long hours/at weekends when necessary (at times under pressure) Ability to travel extensively in China for student recruitment purposes (for periods of up to three weeks at a time)	

COMPLETED BY: Catherine Li
 DATE: 09th Oct 2023

AGREED BY: _____

DATE: _____ (Personnel Department)