

UNIVERSITY ACCESS CENTRE INTERNATIONAL OFFICER – GEORGE MASON UNIVERSITY

Job Description

Overview:

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.

In collaboration with participating university partners, INTO is launching its maiden University Access Centre (UAC) in 2018 in China – the first of its kind in the arena of international student marketing and recruitment.

The UAC is an all-access space designed to provide every service needed by any student who wants to study abroad and benefit from free, accessible, and quality information directly from in-house university International Officers. Currently, the UAC is recruiting for a number of full-time International Officer roles for a mix of UK and US institutions and aiming for a May 2018 launch to the public.

Position:

The title of the role is: *University Access Centre International Officer – George Mason University (GMU)*.

Location:

The post will be based in mainland China at the Dushu Lake UAC in Suzhou Industrial Park (SIP), with occasional same-day travel required to other cities in Jiangsu province and Shanghai. Travel to the US to visit GMU will also be expected at least once per year.

Reporting Line:

The role will report to the Centre Director of the Dushu Lake UAC, who will provide the local management for all Dushu Lake UAC-based International Officers. The role will also have a “dotted” reporting line back to GMU base, and be expected to participate in performance appraisal with both the UAC Centre Director and home university management.

Job Purpose:

The overarching aim of the role is to support the market penetration of, and increase the number of students recruited to, GMU from mainland China, with a particular focus on the Dushu Lake area within SIP.

Main Duties and Responsibilities:

The following list provides a general overview of the types of activities the successful applicant will be expected to engage in, though it is not intended to be an exhaustive list of responsibilities, as the nature of our business requires all employees to be comfortable working in a dynamic and fast paced environment:

- Promote and provide information and guidance related to studying at, and applying to, GMU to students based in and around Dushu Lake – much as a university representative at any education exhibition would do. Counselling and activities within the Dushu Lake UAC are expected to account for 80% of a standard 40-hour working week
- Carry out regular follow-up and conversion strategies in order to maximise student engagement leading to increased enrolments at GMU
- 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
- Assist in the identification, development and management of potential relationships with partner institutions (corporate and/or educational) within the Jiangsu/Shanghai area
- Assist in the engagement of GMU's local agent base within the Jiangsu/Shanghai area with office visits, student interviews/meetings, trainings, and other events as appropriate (maximum 20% of time)
- 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
- Create or adapt recruitment presentations and marketing materials for the local market
- Present a professional and positive image of GMU, 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 GMU's colleges, programmes, scholarships, admissions requirements, rankings, accreditations, student life, tuition and international support offered
- Work with the Centre Director on marketing and promotion strategies for GMU, and to provide detailed reports and feedback about recruitment activities back to base 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
Alumnus/returned student of GMU		✓
An undergraduate or postgraduate degree from a 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:

Please submit the following to apple.nie@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 demonstrate key competencies.