

Department/Unit: Centre for China Studies

Position: China Studies Programme Co-ordinator

Post Specifics:

The Centre for China Studies (CCS) specializes in teaching and research in Chinese Studies, and offers both undergraduate and postgraduate degree programmes.

In the CCS, the China Studies Programme Co-ordinator is responsible for the development, implementation and assessment of a strategic programme for marketing, recruitment, and enrollment of qualified students in the undergraduate degree programme. Moreover, s/he assists students, faculty, and staff with the development and planning of recreational and educational programming for the CCS. Finally, s/he is expected to actively and fully support the CCS's mission, identity, and growth. The China Studies Programme Co-ordinator reports to the undergraduate Programme Director.

Specifically, the China Studies Programme Co-ordinator will:

- Develop and execute a strategic programme for the recruitment, marketing, and enrollment of qualified students from a diversity of experiences and backgrounds in the CCS undergraduate degree programme;
- Effectively communicate the mission of the CCS to prospective students, their schools, and their families;
- Maintain contact with prospective students throughout the application process;
- Develop positive relationships with teachers and counselors at potential feeder schools;
- Collaborate with the undergraduate Programme Director on the recruitment efforts (international travel required);
- Analyze data for trends to inform recruitment and marketing strategies;
- Organize inquiry information for specific and targeted outreach efforts;
- Work closely with the CCS staff and the Office of Admissions and Financial Aid to secure all application materials in an organized and consistent fashion (some data entry and filing required);
- Collaborate with the Office of Admissions and Financial Aid to coordinate all admissions events (school fairs, open houses, campus tours, recruitment trips, etc.);
- Collaborate with CCS faculty and staff to design and disseminate marketing materials for the undergraduate degree programme and CCS-sponsored events;
- Maintain and update the CCS website and social media;
- Assist students, faculty, and staff in the development, planning, and execution of CCS-sponsored recreational and educational programming;

- Effectively communicate and engage colleagues, students, faculty, and school administrators in the admission programs;
- Pursue professional development in the fields of admission and marketing to ensure that CCS models best practices; and
- Perform other duties as assigned by the undergraduate Programme Director.

Skills required:

- Innovative, strategic, and analytical thinking
- Organized and detail-oriented
- Team-oriented, but able to work independently
- Strong interpersonal skills and enthusiasm
- Ability to communicate effectively with upper secondary school students, their counselors, and their parents
- Competency with social media and Microsoft Office Suite. Familiarity with Adobe Photoshop and InDesign will be an advantage.
- Fluency in English required. High proficiency in written Chinese, and spoken Cantonese and Putonghua, will be an advantage.

In addition, applicants should have (i) a Bachelor degree; (ii) at least two years' relevant post-qualification experience in the administration and planning of student recruitment and student programming services; and (iii) strong leadership and management skills.

Appointment will initially be made on contract basis for two years commencing August 2014, renewable subject to mutual agreement.