



MINERVA

ACHIEVING EXTRAORDINARY

Job Description: Regional Student Outreach Manager, China

The [Minerva Schools at KGI](#) is reimagining top-tier higher education to provide a uniquely global, rigorous and accessible undergraduate experience for the world's brightest, most motivated students. Students will learn from accomplished professors and impressive peers in small active learning seminars, using cutting-edge technology and decades of research into the science of learning to improve student outcomes. Minerva's unique global residential model will have students living and learning in the world's great cultural, economic and political hubs, challenged to develop into leaders and innovators in a global context.

Student Outreach Manager – Background

Minerva is enrolling bright, talented and intensely curious students who will push themselves to grow intellectually and socially. We are looking for students itching to start an NGO solving global problems or a start-up challenging entrenched industries, students with a desire to travel the world, expand their horizons, and learn from (and teach) their peers and faculty.

Similarly, we are looking for someone to help lead student outreach who wants an entrepreneurial environment, responsibility to rethink the outreach process, and the passion and drive to deliver impressive results. We want someone passionate about the future of higher education with a proven record engaging tomorrow's leaders and a desire to build something lasting from scratch.

Key responsibilities

- Develop and implement a student outreach plan reaching students across China for the Freshman Class of 2016 and beyond.
- Work with Minerva's marketing team to use the CRM and advanced trigger-based marketing campaigns to connect with high potential students.
- Work with Minerva's product and marketing teams to incorporate student, counselor and teacher feedback into the Minerva process, producing detailed FAQs, demo videos, country-specific tools and more.
- Help advise admissions process, providing input on key acceptance criteria and implementing admission procedure so students can properly submit grades, transcripts, English assessment, visas, etc.
- As needed, assist regional leads with strategy, operational needs, communications.

Location

This role will start immediately and will be based in Beijing or Shanghai. There will be extensive travel visiting students, counselors, teachers, administrators and educational organizations across the country (expect ~50% of time out of the office).

Qualifications & Experience

- Bachelor's degree from a top traditional US university
- Demonstrated success connecting with high school students for highly selective universities (two years experience). You should have a deep understanding of the student outreach and admissions world as well as a strong network of education organizations (public and private), guidance counselors, heads of school, scholarship organizations, etc.
- Background in fast-paced business (start-up) and education (mission-driven) environments.
- Experience working in cross-functional environment with fluency in marketing and operations.

Skills & Personal Characteristics

- Passionate about improving higher education and excited about Minerva's desire to reimagine the university experience.
- Excellent and persuasive presenter both in large groups and more intimate settings.
- Intellectual dexterity - you'll need the ability to both develop a strategic plan at 30k feet and then follow through with a tactical plan (strong attention to detail).
- Fluency in written and spoken Mandarin Chinese and English.
- Entrepreneurial drive and desire to build something lasting from the ground up.
- Self-starter with the ability not only to develop the right solutions but also to ask the right questions.
- Ability to work against tight deadlines under pressure.
- Excellent analytical skills and ability to make data-driven decisions.