



# The Beijing Center

北京中国学中心

## **Position Description: Associate Director of University Relations and Recruitment**

The Beijing Center for Chinese Studies (TBC) seeks an Associate Director of University Relations and Recruitment who has a passion for and dedication to international higher education, particularly in China, and to the Jesuit education ethos of TBC. In this U.S. based position, this individual will promote and communicate TBC's diverse educational activities and programs to students, partners and stakeholders, with the primary aim of sustainably increasing enrollment of students into TBC's flagship semester and summer academic programs in Beijing.

### About The Beijing Center for Chinese Studies

Established in 1998, TBC is a not-for-profit higher education center in China, sponsored by the Jesuit universities in the United States. Since 2002, TBC has been located on the campus of the University of International Business and Economics in Beijing. With a robust academic program accredited through Loyola University Chicago, TBC provides a unique environment for students from the U.S. and from all over the world to engage with China and was ranked the #1 study abroad program in the world by [abroad101.com](http://abroad101.com) in 2015.

TBC's mission is to promote mutual understanding between China and other cultures, and TBC caters to students coming to China for the first time as well as experienced China scholars. TBC's unique position and offerings derive from our long and storied tradition of Jesuit education, one that teaches that true cultural engagement starts first with friendship and understanding.

### About The Role

In this position you will report directly to TBC's Director of Marketing and, along with the executive staff in Beijing, you will plan and implement a cohesive student recruitment and university relations strategy for students, alumni, and university partners.

You will bring to TBC a thorough understanding of international student mobility and trends in U.S. study abroad in particular. You will have demonstrated skill and experience in delivering timely and well-written digital and online communications. You will have an understanding how the use of social media relates to student recruitment. You will also be experienced in or able to learn quickly the use of a Customer Relations Management (CRM) system. You will also understand the challenges and opportunities China faces as a destination for U.S. university students and collaborate with colleagues to develop compelling recruitment strategies for TBC's programs.

In addition to achieving a sustainable growth in semester and summer enrollments, the Associate Director for University Relations and Recruitment will also work closely with key university partners to identify ways in which TBC, as a Jesuit center of higher education in Beijing, might assist them in their own strategic engagement with China (e.g. research, recruitment, alumni engagement, etc.).

TBC is looking for someone who has excellent communication skills (presentation skills, persuasive speaking, ability to tell a story) and demonstrably effective interpersonal skills (relationship development and maintenance, exuding confidence and trustworthiness).

The Associate Director of University Relations and Recruitment will have primary responsibility for the following:

Student Recruitment:

- Actively recruit students for TBC's semester and summer programs;
- Advising prospective students on all aspects of the programs via sustained communication by email, phone, in-person advising, and campus-based events;
- Work closely with enrollment administration at Loyola University Chicago.

Relationship Building:

- Maintain and strengthen ongoing relationships with administrators, faculty, and advisors at partner institutions; in consultation with the Executive Director and Director of Marketing;
- Identify opportunities for program expansion and curriculum development, and faculty led programs and further points of collaboration with partner institutions;
- Keep partner institutions informed of program developments;
- Identify and cultivates relationships with potential new partner institutions;
- Represent TBC at partner institutions and national conferences.

Program Support:

- In conjunction with Loyola University Chicago administrative support, coordinate applications and scholarship opportunities;
- Coordinate pre-departure student orientation in the U.S.;
- Lead program evaluations and contribute to the ongoing enhancement of the TBC experience, including both curricular and co-curricular offerings, based on best practices, market research, and student evaluation data.

Marketing:

- In conjunction with the Director of Marketing,
  - Develop and implement TBC's overall marketing and recruitment strategy;
  - Strategically engage TBC alumni in the U.S. to assist with recruitment.

Perform other duties as assigned

## Selection criteria

### **Essential:**

- An understanding and commitment to support the bases of Jesuit education.
- Master's degree or Bachelor's degree with at least two years of directly applicable work experience;
- Experience studying, living, and/or working abroad or extended travel outside the United States;
- Excellent public speaking, organizational, customer service, and interpersonal communication skills;
- Ability to work independently and as part of a team;
- Must be able and willing to travel extensively within the U.S. (up to 80%+ during the academic year); valid U.S. driver's license required) and occasionally work evenings and/or weekends;
- Capacity to develop and use an at-home office, if necessary
- Must be able to travel to China for training and periodic meetings.

## Remuneration and benefits

The Associate Director for University Relations and Recruitment will be offered as a 12-month full-time contract position, with remuneration and benefits commensurate to experience. The incumbent will be expected to work full-time and to be based in the U.S.

The Beijing Center is an equal opportunity workplace with flexible working practices. TBC does not discriminate on the basis of an individual's race, color, religion, religious creed, ancestry, national origin, age (except minors), sex, gender identity, gender expression, sexual orientation, marital status, medical condition (cancer-related and genetic-related) and disability, and the other bases prohibited by law. TBC reasonably accommodates qualified individuals with disabilities under the law.

## Applications

Send your CV and a cover letter addressing the selection criteria to:

[search.cmte@thebeijingcenter.org](mailto:search.cmte@thebeijingcenter.org)

**Deadline:** November 18, 2016 (applications will be reviewed as they are submitted)

*Anticipated start date: Spring Semester 2017 (ideally by January 2, 2017)*