

Regional Recruitment Manager – Greater China Area

EU Business School *Barcelona, Spain*

Job Description:

- 1) Business Development in China Education Market, work actively with educational agencies, international schools, universities, educational exhibition organizers, embassies, and other relevant stakeholders.
- 2) Carry out marketing research to advertise and recruit more effectively, develop the market, and improve student enrolment results.
- 3) Agency contracting, nurturing, and generating applications and enrolments
- 4) International schools visiting, info session presentation, keep close contact with guidance counsellors in higher education and careers office. Branding and promoting EU among students and successfully enrol students from international schools
- 5) University program collaboration and exchange program
- 6) Admission process management
- 7) CRM system management, PBI analysis and reporting
- 8) Chinese social media and digital campaign management
- 9) Traveling for business to China every year. (We plan to re-start traveling plan in 2023)
- 10) Direct reporting to the Senior Regional Manager with whom the development strategy for the assigned markets will be built and executed.

Requirements:

- Higher education degree, preferred in business administration, marketing, PR and communication or similar.
- Overseas studying and/or working experience
- 1-3 years of experience in sales and/or marketing, preferably in education sector. Experience working with higher education is an advantage
- Excellent communication and presentation skills
- Marketing Analysis, strategy developing and execution skills
- Proficiency in English and Chinese is a must
- Knowledge and/or experience of online marketing is a plus
- Passionate for education
- Open to travel for business to China after covid
- Holding valid work permit in Spain

Starting date: ASAP

Email your CV to a.chen@euruni.edu