

# Business Development Officer

## Job Specification

Date created: November 2022

### JOB DESCRIPTION

Employment status:	Permanent, part time, 20 hours per week (0.5 FTE)
Hours:	Full time hours under UCEM Asia Ltd (UAL) are 40 per week, Monday to Friday 09:00 to 18:00; in this role you will work full days with specific days to be agreed
Location:	The place of work for this role is currently 16/F, Tower II, Admiralty Centre, 18 Harcourt Road, Admiralty, Hong Kong
Department:	Business Development & Apprenticeships
Line manager:	Dione Tse, Business Development Manager

### Role summary

You will assist the Business Development Manager (BDM) in undertaking sales and marketing activities within the region, to grow student recruitment. You will work and build relationships with internal and external stakeholders in order to support the growth of student numbers.

### Role accountabilities and responsibilities

Activities will include, but are not limited to:

- Support the growth of the Hong Kong and APAC markets.
- Assist in the collation and management of data to support formal and informal reporting.
- Help with the achievement of yearly student enrolments targets.
- Initiate new ideas and consultation approaches to increase conversion rate and enrolments.
- Participate in the organisation, co-ordination and attendance of information sessions, recruitment events and candidate interviews as required (including those out of hours).
- Organise virtual and face to face events to support the recruitment of students, co-ordinating with Education Institutions and Associations.
- Contribute to the planning, management and the execution of marketing campaigns on both online and offline channels.
- Assist in the scheduling and creation of regular social media articles and posts on relevant platforms.
- Offer new marketing ideas and plans to improve efficiency and cost effectiveness.

Line management and budget responsibility:	NONE
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In this role you will liaise with: Hong Kong Team, Head of APAC Office/Dean (International), UK Marketing & Admissions Teams
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## PERSON SPECIFICATION

Assessment Criteria: A = Application I = Interview T = Test

X denotes both essential and desirable requirements plus how these will be assessed

Qualifications and training	Essential	Desirable	A	I	T
HKDSE Grade 3 or above in English Language and Grade 2 or above in Maths, or equivalent	X		X		
Degree level qualification	X		X		
<i>Please be aware that as part of onboarding processes, we will seek original documentary evidence of the relevant academic and/or professional qualifications which you include within your job application</i>					
Previous experience	Essential	Desirable	A	I	T
Experience in a similar role or sales and marketing	X		X	X	
Working within the education sector	X		X	X	
Experience within the Property and/or Construction Higher Education sector		X	X	X	
Skills, knowledge, and aptitudes	Essential	Desirable	A	I	T
Excellent communication skills with good knowledge of written and spoken English and Chinese	X		X	X	
Experience of making and delivering presentations		X		X	
Digital skills: We use MS Office which includes Teams, Outlook, Word, Excel, and PowerPoint	X			X	X
Committed to providing excellent customer service	X		X	X	
Excellent time management and organisation skills	X			X	
Comfortable with working both independently and as a team	X			X	
Ability to take ownership of tasks and see these through from start to completion	X			X	
Other requirements or special requirements	Essential	Desirable	A	I	T
Alignment to the UCEM core values of Passion, Integrity, Excellence and Support; all employees are expected to demonstrate our values at work: <a href="https://www.ucem.ac.uk/core-values/">https://www.ucem.ac.uk/core-values/</a>	X			X	
You must be prepared to undertake compulsory online training should you be appointed; this includes Data Protection, Health & Safety, Safeguarding, Prevent, and Anti-bullying, Harassment and Sexual Misconduct	X			X	

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## PAY & BENEFITS

- Actual basic wages of HK\$120,000 per annum (HK\$240,000 Full Time Equivalent), subject to relevant experience. A year is 12 months.
- Commission bonus of up to 20% On Target Earnings payable on performance achievement of enrolment targets with incentives for overachievement of targets, paid twice a year / 2 semester intakes.
- Actual paid annual leave 10 days per annum (20 days Full Time Equivalent). The holiday year runs from your employment commencement date. You may carry over up to 2 days (16 hours) of holiday from one holiday year to the next.
- As a UCEM employee you will have access to Microsoft Office 365 applications for personal use.
- Medical and Employment Compensation Insurance.
- Compliance with local employment laws; statutory benefits will be provided.

## APPLICATION PROCESS

All job applications must be sent to [recruitment@ucem.ac.uk](mailto:recruitment@ucem.ac.uk) and if you apply via a jobs board, please make sure you have sent all required documents otherwise we will be unable to consider your application.

Please send the following to [recruitment@ucem.ac.uk](mailto:recruitment@ucem.ac.uk) (you will receive an auto-response):

1. Your up-to-date CV;
2. A covering letter or email message outlining your suitability\* for the role; AND
3. A completed Recruitment Check Form which is available from the *Current vacancies* page of our website.

The above items constitute a complete job application. \*We hope you take time to consider the UCEM values when you prepare your job application. You may also wish to consult our vision and strategy document: <https://www.ucem.ac.uk/our-vision/>

NO AGENCIES: We are not using agencies for this vacancy and we cannot accept any CV submissions. Please do not contact us as we can only repeat this message.

### Informal discussion

If you are unsure whether to apply, perhaps because you do not meet all essential criteria, we encourage you to call the hiring manager to discuss this further (details below). If you are excited by this vacancy do not rule yourself out; it still might be worth applying.

For an informal discussion about the role please contact Dione Tse on 2323 1195 or email [d.tse@ucem.ac.uk](mailto:d.tse@ucem.ac.uk)

For any other enquiries please contact HR on 0118 467 2433/2013 or email [recruitment@ucem.ac.uk](mailto:recruitment@ucem.ac.uk)

### Closing date and next steps

6 December 2022 at noon

HR will screen all applications in person and all applicants will receive a response confirming the status of their application. We value the time taken to make a job application and the interest shown in UCEM.

### Interview details

Dates for interview will be advised to you later in the process.

Please indicate on your Recruitment Check Form any dates that you cannot make, up to 4 weeks from the closing date. This helps us to plan interviews should you be shortlisted, prior to contacting you.

Applications may be reviewed prior to the closing date and occasionally, you may be invited to interview ahead of the closing date.

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Interviews are normally carried out over Zoom or Microsoft Teams, however we may invite you to visit our Hong Kong office.

Please be prepared for a two-stage interview process, held on different dates. As part of the interview process, you will meet with a member of the Senior Leadership Team. Sometimes we may conduct a telephone interview at first or second stage.

## **Equality, diversity and inclusion**

Here at UCEM we champion equality, diversity and inclusion in our workforce. We celebrate diversity and the strengths it brings to our staff body, our student community and our Board of Trustees, recognising that people are key to our success. Our aim is to attract, develop and retain a diverse workforce, therefore we welcome and encourage applications from all backgrounds.