

Job Title: Marketing and Programme Counsellor, China Centre, MBS

Starting salary: competitive salary package, subject to experience and qualification

To start as soon as possible

Job Summary

An exciting opportunity has arisen for a highly motivated, enthusiastic and experienced person to join Manchester Business School Worldwide (MBSW). MBSW is the global, off-campus arm of Manchester Business School, the University of Manchester. The unit delivers part-time MBA and DBA programmes to executives located across the globe. MBSW China Centre in Shanghai was opened in 2008. We are seeking potential high flyers with strong vision to apply for this challenging role as marketing and programme counselor.

The successful candidate will work closely with the centre director to develop the business in China. Reporting to the director, **you will be** responsible for formulating and implementing marketing strategies on the basis of extensive marketing research and competitor analysis; Identifying potential high-caliber students through different channels and marketing activities; supporting global recruitment of students and providing a front-line administrative resource for the day-to-day support; assisting manage the marketing budget and manage relationships with partner institutions; co-coordinating, developing and organizing promotional activities/events such as seminar, recruit fairs that can successfully communicate with different target audiences; establishing and maintaining close connection with MNC, SOE, private enterprises and identify new business partners.

Being self-motivated, efficient, persuasive, you will have excellent communication and presentation skills, computer literacy and the ability to work under pressure in a team. You will need good marketing/sales and recruitment experience with leading business schools or educational institutions; you will need first class organization skills coupled with meticulous attention to detail, good understanding of business education environment as well as marketing, sales, CRM knowledge and proven professional maturity; good command in both spoken and written English and Chinese is a must.

Who We Are

Manchester Business School Worldwide, part of the University of Manchester - providers of world class management education to global executives - with international executive centres in the UK, Middle East, Hong Kong, Singapore, Malaysia, Caribbean and now Shanghai. The Manchester Business School MBA, ranked 22 in the world (Financial Times ranking 2008). We're part of a small and select band of institutions worldwide who are accredited by all three major bodies - AACSB International, AMBA and EQUIS. The Manchester Doctor of Business Administration is ranked 1st in the world (Financial Times, 2008).

Further details about the organisation is available at: www.mbs-worldwide.ac.uk

How To Apply

If you are qualified and well prepared for an exciting new opportunity, please send your CV, covering letter and a recent photo, to: sherry.fu@mbs-worldwide.ac.cn by 1700pm, 16th Feb 2009