



Candidate Information

Position:	Chinese Digital Media and Recruitment Assistant
School/Department:	MRCI (AHSS)
Reference:	23/110705
Closing Date:	Friday 31 March 2023
Salary:	£22,662 - £24,948 per annum.
Anticipated Interview Date:	Wednesday 26 April 2023
Duration:	2 years

JOB PURPOSE:

To work as part of the Student Recruitment Hub in the Faculty of Arts, Humanities and Social Sciences (AHSS) to raise awareness of the Faculty subject areas for the China/Hong Kong market. To assist the team in meeting recruitment and marketing targets by engaging students and recruitment partners through digital marketing channels and developing creative ideas to support recruitment and promotion activity.

MAJOR DUTIES:

1. Work alongside the Digital Marketing Officer and Marketing and Communications Officers within AHSS, and China Office team to inform AHSS China marketing activity and digital content plans.
2. Assist the Digital Marketing Officer and Marketing and Communications Officers in the management of AHSS Chinese social media profiles – planning and creation of content for publishing.
3. Report on AHSS content performance on Chinese social media platforms when requested by the Digital Marketing Officer to inform return on investment and future recruitment and promotion strategies.
4. Assist the Digital Media Assistant in video content creation for the Chinese market – providing guidance on creative ideas and translation.
5. Ensure timely management of online discussions and enquiries relating to AHSS students on Chinese social media platforms and email communications. Along with dealing with phone calls from students, recruitment partners, in China, as and when required.
6. Provide translation of marketing materials and other as appropriate.
7. Produce student profiles and testimonials of current students and alumni to be shared on AHSS Chinese social media profiles, website course content and other marketing collateral under the guidance of the Marketing and Communications Officers.
8. Engage with Chinese student ambassadors to co-ordinate the creation of user generated content for Chinese social media platforms.
9. Assist with the creation and updating of Chinese website pages, and prepare, populate and edit content using the University website Content Management System, to a clear brief supplied by the Digital Marketing Officer and following established processes and procedures.
9. Facilitate online Webinars with Question and Answer sessions on Chinese social media platforms.
10. Report on how AHSS Faculty of Arts, Humanities and Social Sciences brand is reflected in Chinese language websites as required.
11. Provide assistance with hosting Chinese visitors including parents, students, agents and partners.
12. Assist with undertaking focus groups and/or gaining feedback from Chinese students who are considering studying, or currently studying, at Queen's to help inform content planning and generation.
13. Assist with conversion activities for INTO Queen's, to encourage progression into courses within the Faculty.
14. Provide some assistance with delivery of a social programme for student ambassadors from China, which may involve some evening/weekend work.
15. Carry out any other duties which are appropriate to the post as may be reasonably requested by the AHSS Digital Marketing Officer to maintain webpages and social media profiles effectively. Support key activities of the AHSS Hub team.

ESSENTIAL CRITERIA:

1. 5 GCSEs at Grade A-C (including English Language and Maths) or equivalent.
2. 2 years relevant experience in a digital communications role (to include at least 1 years' relevant experience in a Chinese digital media communications role within an organisation.) For example:
 - Use of content management system to update website.
 - Working in social media and content creation environment.
 - Providing digital administrative support in a team environment.
3. Excellent written and spoken communication skills in Chinese and in English.
4. Experience of working in an administrative role on a Chinese social media business account.
5. Good administrative skills and methodical approach to handling tasks and meeting deadlines.
6. Experience of providing assistance with projects, processes and procedures.
7. Good, up to date grasp of online technologies, and demonstrable interest in Chinese social media and all digital communications.
8. Ability to make decisions and prioritise within own work schedule.
9. Problem solving skills.
10. Good communication and interpersonal skills.
11. Flexible, willing to adapt to new tasks and duties.
12. Attention to detail.
13. Eligibility to work in and travel freely to and from the UK. The University is unlikely to be able to provide sponsorship for this role.

DESIRABLE CRITERIA:

1. Further or higher level qualification in digital media, marketing or business related subject.
2. Experience of working in web or digital communications for a Higher Education organisation.