



Strategic Partnership Officer, China Liaison Office (Beijing based)

The Australian National University (ANU) seeks a Strategic Partnership Officer in its Beijing-based China Liaison Office (CLO) to contribute to the formulation and implementation of a range of partnership strategies, develop and maintain effective partnerships with key stakeholders that will attract highly qualified students to ANU. The successful candidate will be based at the Australian Chamber of Commerce in Beijing, PR China and will report to the Director, ANU China Liaison Office (CLO). The candidate will be employed full-time by the Australian Chamber of Commerce under local Beijing labour regulations. The role requires extensive domestic travel and is expected to work from the Office when in Beijing.

Key responsibilities

- Work as the major contact point to maintain positive and effective partnerships with ANU University and School partners in Mainland China.
- Use a data-driven approach to identify and develop new partners, implement recruitment and communication strategies and plans aligned with wider University objectives.
- Design and coordinate online and offline outreach activity in defined key markets to achieve more exposure for ANU to potential perspective students.
- Develop and maintain excellent working relationships with both internal and external stakeholders, including University colleagues on and offshore, including with strategically important local university partners and school contacts.
- Monitor the local market, generate market intelligence and use existing market data to identify activities for effective communication and relationship building with strategic partners.
- Participate in school and university education fairs, student events and seminars in the university's priority regions of mainland China. This will include the ongoing assessment of the success of events and in-country activity.
- Maintain central databases of relevant regional key contacts and University representatives.
- Assist with the production of electronic and print publications and other marketing/advertising opportunities both internally and externally, in cooperation with the ANU Marketing Office.
- Undertake travel within Mainland China on behalf of the University.
- Undertake other high-priority tasks of institutional importance, as assigned by CLO Director.

Qualifications Required

Essential:

- Demonstrated experience in a complex organisation or an equivalent combination of experience and education/training. Experience in the higher education sector would be highly regarded.
- Demonstrated understanding of the Australian and Chinese education system, in particular the international school market in Mainland China, including an understanding of major international qualifications, admissions requirements and government regulations for international students.
- Demonstrated interpersonal and communications skills and the ability to deliver oral presentations to diverse audiences. Proven experience in liaising with internal and external stakeholders, including the ability to develop and maintain constructive relationships.
- Demonstrated analytical and problem-solving skills, with a proven ability to use initiative, investigate issues, collect and analyse data and to make evidence-based decisions.
- Proven ability to work well within a team environment as well as to independently organise work priorities, multiple projects and meet tight deadlines.
- Native-level Mandarin Chinese and advanced spoken and written English skills to be able to communicate effectively with international school stakeholders and ANU internal colleagues.
- High proficiency in the use of computer-based, office information systems, in particular, spreadsheets, databases, web applications and word processing. Proven experience using social media and digital marketing platforms in a work environment.
- A demonstrated high level of understanding of equal opportunity principles and a strong understanding of cross-cultural issues.

Desirable:

- A degree from ANU, or another world leading research university
- Postgraduate degree or professional qualification in relevant area
- Experience planning and delivering events

Availability

Applicants must be available to start this full-time position as soon as possible. The role will require extensive domestic travel within Mainland China and possible international travel to Australia when possible.

How to apply

To apply for this position, please send your CV **AND** cover letter to angel.cui@austcham.org outlining how your experience and qualifications make you the right candidate for the position. Your cover letter should respond to the qualifications listed above.

Enquiries relating to this position may be sent in English to ANU CLO on angel.cui@austcham.org

Application deadline

17:00 pm (China standard time), 5 May 2021

About the Australian National University

The Australian National University is a world-leading university in Australia's capital city, Canberra. Our location points to our unique history, ties to the Australian Government and special standing as a resource for the Australian people. Our focus on excellence in research and education ensures our graduates are in demand the world-over, well-prepared to address complex contemporary challenges. www.anu.edu.au

About AustCham:

The China-Australia Chamber of Commerce (AustCham China) was established in 1996 and has as its goal the advancement of the broader Australia-China business relationship through the effective representation of its 400 members. We achieve this through building connections between our members and broader stakeholders in Australia and China, delivery of effective advocacy programs and provision of information and insights through our business events and online platform. www.austcham.org