

DOUGLAS COLLEGE
PO Box 2503 New Westminster BC
Canada V3L 5B2
New Westminster and Coquitlam
douglascollege.ca
604 527 5400



Job Title: International Marketing & Recruitment Specialist - China

Term: Temporary (1 year), Contract

Location: New Westminster, BC

Start Date: June 2019

Douglas College is hiring for an **International Marketing & Recruitment Specialist – China**. The scope of responsibilities include providing strategic input by developing and implementing a country-specific marketing and recruitment plan through analysis of the China market, identification of new opportunities, building relationships with overseas and local education agents and partners, and representing the College at student recruitment events locally and in China.

Responsibilities:

- Markets and promote Douglas College's programs in the China market through the development and execution of targeted recruitment/marketing strategies in the region
- Frequent travel to China for 3-6 week periods at a time will be required
- Develops and builds contacts (i.e. international education agents) to increase the quantity and quality of international student enrolments at Douglas
- Trains and communicates with education agents on a regular basis to ensure that the College's international admissions processes, programs, and procedures are understood and followed
- Develops and delivers client-focused publications and materials for student recruitment including PowerPoint presentations, regular webinars, and email campaigns
- Provides consultation services to the College regarding country-specific needs for the recruitment and servicing of students from China.
- Work with Canadian off-shore high schools in China and attend their recruitment fairs
- Seek opportunity for possible institutional partnerships between Douglas College and Chinese private or public post-secondary institutions
- Work with Metro Vancouver high school international education counsellors; attend education fairs organized by the local school districts

Hours & Days of Work: 9:00am – 5:00pm, Monday to Friday. Frequent travel to China including work on weekends and evenings as required.

Application Information: Please submit a cover letter and resume to David Chen, Manager of International Marketing & Recruitment, via email: david.chen@douglascollege.ca

Closing Date: May 31, 2019

Salary is commensurate with knowledge and experience.