

Position Title	Regional Marketing Manager (Greater China)
Group/Portfolio	Griffith International
Reports To	Acting Regional Marketing Director (Greater China)

1.0 Position Purpose

- The Regional Marketing Manager (Greater China) is responsible for the development and implementation of marketing plans and initiatives to support the recruitment of international students from mainland China, Hong Kong, Macau. The consultant will work closely with the Acting Regional Marketing Director (Greater China) to support and manage the University's agent network, strategic partner network and key stakeholders to ensure that recruitment targets are met. The responsibility for particular markets may vary over time due to the changing needs of the University. This position will be based in South China (preferred) and will require regular domestic and at times international travel.

2.0 Location (preferred)

Guangzhou, Shenzhen, South China

3.0 Key Responsibilities

- Reporting to the Acting Regional Marketing Director (Greater China) and working together with the Regional Marketing Director, design and execute innovative and sustainable business and marketing strategies for student recruitment and University wide internationalisation objectives in the relevant region.
- Build and maintain positive working relationships with internal and external stakeholders including agents and key partners, institutional contacts, government bodies and commercial organisations in order to implement marketing plans that support the recruitment of new students and enhance the University's profile and reputation in market.
- Manage agent relationships and represent Griffith University within South China, Hong Kong, Macau at promotional activities, including exhibitions, seminars, and interviews, as well as deliver agent training and other recruitment-enhancing initiatives using the range of technologies available.
- Work closely with internal and external stakeholders to improve conversion.
- Undertake additional marketing related activities including research projects, design and delivery of activities and campaigns, and development of marketing and promotional strategies.

- Support and work with Griffith University's Academic Groups to meet international student recruitment objectives in the identified markets.
- Identify other potential recruitment opportunities for the market and develop proposals for consideration by Acting Regional Marketing Director and Director, International Marketing.
- Working together with the Acting Regional Marketing Director, provide local market intelligence to the Regional Marketing Director and Director, International Marketing, in support of ongoing market engagement and development.
- Represent the University at all times in a professional and culturally appropriate manner.
- Ensure that the marketing budget for the country(s) is spent and reported in line with University financial policies and processes.
- Ensure that all travel activities are compliant with the Griffith International travel guidelines and University travel policy.

4.0 Key Capabilities

- A bachelor degree and subsequent relevant experience in a marketing or recruitment role, preferably in the education sector/or an equivalent combination of education and experience in the international education sector.
- Experience in the development and implementation of international marketing plans.
- Demonstrated ability to identify and develop student recruitment opportunities that are consistent with the University's goals and strategic direction.
- Demonstrated knowledge of the Australian international and higher education sector and its regulatory framework, as well as knowledge of agent and institutional/student networks and activities.
- Demonstrated ability to work under broad direction and exercise initiative in undertaking responsibilities, especially when traveling and working offshore.
- Demonstrated ability to develop and maintain positive working relationships with a diverse range of stakeholders.
- Ability and willingness to travel and work overseas on a regular basis throughout the year.
- Demonstrated ability to work cooperatively and collegially as part of a team.
- Excellent interpersonal skills, including oral and written communication, and consultation and negotiation skills, and demonstrated ability to operate successfully in a cross-cultural environment.
- Commitment to representing Griffith University and carrying out all associated duties in line with the Code of conduct
- A bachelor degree and subsequent relevant experience in a marketing or recruitment

5.0 Applications Deadline

- All enquiries are to be directed to Ms Jennifer Zhang, Acting Regional Marketing Director (Greater China) at jennifer.zhang@griffith.edu.au or telephone: +86 18601272579
- Closing date: Sunday 7 July 2025 at 5:00pm AEST. All applications must be submitted online.