

Communication Officer – Chinese Relations

Mutually beneficial relationships with academic partners in China play a significant role in Maastricht University's (UM) internationalisation policy. Similarly, Chinese students (bachelor, master and PhD) are an important part of Maastricht University's international classroom. Recently a strengthened relationship with the Chinese Scholarship Committee (CSC) has provided additional opportunities for Chinese PhD candidates to perform their doctoral research in Maastricht. In order to support the many activities at UM related to building and maintaining the university's ties to China and recruiting Chinese students to study in Maastricht, we are currently searching for a Communication Officer – Chinese Relations.

Main responsibilities

- Advising the relevant stakeholders within Maastricht University on the education landscape of China and/or the Dutch relationship with it
- Develop student recruitment plan for China (bachelor's, master's, PhD)
- Development, management and execution of student recruitment activities and materials, on and offline (e.g. brochures, online advertisement campaigns and web content, open days, videos, webinars)
- Evaluation and reporting of activities, on and offline (e.g. Google analytics, questionnaires), including analyses of the recruitment and lead management numbers
- Attend recruitment fairs, secondary schools and alumni events in China and/or other countries as per the recruitment plan
- Coordinate the administration and communication related to the relationship with the CSC and the CSC PhD students in Maastricht
- Develop and organise activities to support UM Chinese students and staff and facilitate integration into the greater university community
- Liaison to relevant external parties, such as VSNU, Limburg Province, Brightlands on China-related matters
- Coordinate Country Team China (university-wide group) together with the Chair
- Manage activities of student assistant(s)
- Member of the university-wide, shared Marketing team

Profile and competencies

- Education at minimum bachelor's level, preferably in Communications or Sinology
- Minimum of 5 years work/internship experience in similar function, event organisation experience is a plus
- Excellent communication and presentation skills; near-fluency in Mandarin Chinese and English required (written and spoken) and basic Dutch (written and spoken)
- No 9-5 mentality, willingness to work on weekends and evenings
- Team player
- Time-management and organisational skills, able to work independently and manage priorities
- Proactive, flexible and hands-on mentality
- Eye for detail and willingness to learn new things
- Basic IT/online know-how; experience with Microsoft Office, databases, social media, etc.

Professor in Cellular and Translational Neuroscience

Strategy Advisor East Asia Academic Relations 东亚学术关系策略顾问

Coordinator China Scholarship Council (CSC) Program at UM 马斯特里赫特大学中国留学基金委项目负责人

Director Dutch - China Universities Network – DCUN 中荷大学联盟 (DCUN) 总监

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