



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Communications and Engagement Officer,
Business Confucius Institute, Faculty of Business



Salary: Grade 6 (£31,396 – £37,099 p.a. depending on experience)

Reference: BUSCI1004

Fixed term (to October 2025 to complete specific time limited work)

Location: Main Campus University of Leeds (with scope for hybrid working)

We are open to discussing flexible working arrangements.

Communications and Engagement Officer Business Confucius Institute

Are you a well-organised and versatile individual with experience of planning and promoting events and projects? Can you engage with staff, students and members of the public to promote opportunities to learn more about Chinese language and culture?

The Business Confucius Institute (BCI) at the University of Leeds is dedicated to developing understanding of Chinese language, culture and business for students, staff and members of the public. This cross-institutional partnership with the University of International Business and Economics in Beijing, China, is based in Leeds University Business School and supports the University's strategic objectives to embed an international mindset and support a strong sense of community and belonging for all.

In this varied role you will plan and deliver a range of activities including guest lectures, education workshops, taster sessions and special events, working closely with the BCI Directors, Administrator and team of Chinese teachers.

You will also be responsible for promoting all BCI activities (including events, Chinese courses and exams, and the annual China Camp trip) and maintaining the BCI's website, social media channels and mailing list.

The BCI engages part-time interns and students, you will line manage interns and identify and manage additional opportunities for students to develop their employability while supporting and enhancing BCI events and communications. This is an exciting opportunity to work in a cross cultural environment, helping others to engage with Chinese language and culture and contributing to a welcoming and inclusive international environment



What does the role entail?

As a Business Confucius Institute Communications and Engagement Officer your main duties will include:

- Taking the lead on the development and delivery of the BCI events programme
- Managing the BCI's website and social media presence;
- Designing marketing and communications copy and materials in digital and print formats, including regular newsletters, blog posts and website copy covering the BCI's objectives, activities and outcomes;
- Helping to develop and maintain effective and positive strategic partner relationships and networks, internal and external to the University;
- Developing, implementing and reviewing BCI events and communications strategies working with BCI Directors to ensure that the BCI makes a positive contribution to the University and local community in line with University values and strategy;
- Ensuring that the BCI is fully GDPR compliant in all its marketing and communications activities;
- Working with colleagues across the University and contributing to relevant networks to share best practice and gather insights to inform the development of BCI events and communications;
- Keeping professionally up to date with developments in events, communications, and Chinese language and culture education in the UK to inform your own work and the work of the wider team as appropriate;
- Line management of interns as required;
- Collating reports and presentations for key stakeholders, and representing the BCI at meetings on occasion if required;
- Carrying out the duties of the post in accordance with the University values of professionalism, inclusiveness, integrity, community and academic excellence.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.



What will you bring to the role?

As a Business Confucius Institute Communications and Engagement Officer you will have:

- Experience of planning, delivering and evaluating events such as lectures, cultural events, and workshops;
- Experience of producing engaging and accessible content for websites and/or social media channels;
- The ability to contribute ideas and harness the knowledge, skills and creativity of colleagues to shape the BCI's activities;
- Excellent organisational skills and attention to detail, with the ability to manage a varied workload and prioritise effectively to achieve long and short-term goals;
- Excellent communication skills, with the ability to work effectively in a cross-cultural team and to develop and maintain productive relationships across a wide range of people internally and externally;
- The ability to occasionally work in the evening or at weekends to run events taking place outside normal office hours.

You may also have:

- Experience of developing and implementing communications strategies;
- Knowledge of Chinese language and/or culture;
- Experience of planning and delivering online events;
- Experience of managing staff or interns, delivering training or otherwise supporting the development of students and other team members.

Please note that due to Home Office visa requirements, this role may only be suitable for first-time Skilled Worker visa applicants if they are eligible for salary concessions. For more information please visit: www.gov.uk/skilled-worker-visa

