

JOB TITLE:	CHINA BUSINESS DEVELOPMENT MANAGER
JOB HOLDER:	
DATE UPDATED:	MARCH 2023
REVISION (HR Office Use):	VERSION 2

1 MAIN PURPOSE OF THE JOB

The Business Development Manager will be responsible for securing new business, maintaining/developing existing relationships and promoting the CIOB's portfolio of products and services across China. They will drive forward membership growth at an individual and corporate level along with the growth of other revenue generating streams (such as event sponsorship) aligned to the Corporate Plan and Regional Strategy. They will work collaboratively with China colleagues to develop and maintain key strategic relationships to grow the CIOB's influence, recognition and reach.

2 POSITION IN ORGANISATION

Reports to the Associate Director of International Market Development, based in Hong Kong
Key member of the International team, within the Membership Directorate
Collaborates with colleagues within the China team and internationally, as well as the UK Acquisition teams.

3 DIMENSION & LIMITS OF AUTHORITY

- Monitoring and reporting against local annual Business Plan and Budgets for China, and acts within budgets approved by CIOB

4 SKILLS & EXPERIENCE

- Demonstrable business development, consultative sales, account and relationship management experience with a proven track record of meeting and exceeding targets and KPIs
- Motivated to achieve results, with a high degree of professionalism, honesty and integrity
- Excellent all-round communicator with the ability to adjust their communication style to a wide range of audiences and levels of seniority
- Ability to utilise strong questioning and listening skills to understand customer needs
- Experience of presenting to and engaging with customers at a senior level to win business
- Strong influencing and negotiating skills with a passion for networking and building and maintaining relationships
- An effective decision maker with proven experience of managing own workload and the ability to manage conflicting priorities
- Excellent IT skills: a proficient user of Microsoft Office software, internal systems and social media with demonstrable experience of management of data within a CRM system
- Ability to work independently with minimal supervision
- Strong team player with the ability to collaborate effectively with colleagues from across the business, working towards a common goal
- Ability to plan time effectively
- Experience of the construction and built environment sector or within a professional body is desirable but not essential.

5 DUTIES & KEY RESPONSIBILITIES

PART 2 : DUTIES & KEY RESPONSIBILITIES

Business Development (45%)

- Proactively build, develop and maintain relationships with local and multi-national employers and other stakeholders to raise the profile of the CIOB and build a solid deliverable pipeline for new business in line with the objectives of the Corporate Plan
- Strive to meet and exceed targets for the CIOB's portfolio of products and services – including different revenue streams, individual and corporate membership growth, events and sponsorship.
- Act as Key Account Manager for a defined range of employers in the region, building and maintaining excellent working relationships to drive membership acquisition and other forms of collaboration from these accounts and ensure they are gaining the best value from their relationship with the CIOB
- Gather local insight and intelligence to regularly provide feedback on the industry, local economy, competition, opportunities and challenges. Utilise this insight to carry out market assessment and prioritisation activities for China, and to feed into updating the China strategy
- Work collaboratively with colleagues across China to drive success and gain/increase CIOB awareness
- In collaboration with colleagues across the organisation and within the region, participate in targeted, often seasonal campaigns to follow up local, qualified leads for acquisition activities e.g. in progress online applications, web leads
- Ensure that CRM is kept current with details of all activity/outcomes and potential leads
- Extensive travel within China, overnight stays may be necessary. All expenses to be submitted timely
- Approach all business in a professional manner including dress code, having correct materials and information for meetings
- Contribute to and provide feedback on Marketing campaigns and strategies
- Willingness to travel locally and regularly within China and work flexible hours to meet the organisation's needs (evening events may require attendance)

Relationship Management (25%)

- Proactively build, develop and maintain relationships with external stakeholders such as local industrial associations, professional bodies, and relevant government bureau at national, provincial and municipal levels.
- Develop and maintain an understanding of key themes that external stakeholders hold an interest in, such as quality, sustainability and diversity (for example), and Chinese government development priorities and key projects.
- Identify methods of collaboration with external stakeholders such as joint events and conferences, develop and deliver proposals for such collaboration that are mutually beneficial.
- Develop MoU or collaboration agreements (as appropriate), and work with the China Marketing Manager to announce signing of agreements.

Other Responsibilities (30%)

- Manage the Business Development Executive role, including oversight of timely and accurate responses to new member enquiries and new member application processing.
- Managing financial procedures and ensuring all deadlines are met including delivery of regular financial reporting, reforecasting
- Obtain feedback from Employers on refining Employer products and services, and ensure this feedback is shared with the global Acquisition team and Membership Directorate leadership.
- Support the Member Services Manager and Marketing Manager on the management of events and campaigns, such as sourcing speakers
- Conduct member calls as part of the Membership renewals campaign each year
- Any other ad-hoc projects that may be required which may result in the increase of CIOB profile or membership in China.
- Prepare monthly reports to line manager.

PART 2 : DUTIES & KEY RESPONSIBILITIES

- Hold the administrative position of Beijing Branch head.
- Manage administrative procedures relating to the Beijing Branch and office lease.

This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.

PLEASE ELECTRONICALLY SIGN ON HR SYSTEM

JOB HOLDER:	
DATE SIGNED	
DATE ON WHICH EMPLOYEE COMMENCED UNDERTAKING THIS ROLE	