

JOB TITLE:	CHINA BUSINESS DEVELOPMENT MANAGER
JOB HOLDER:	VACANT
DATE UPDATED:	MARCH 2021
REVISION (HR Office Use):	VERSION 1

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 Academy training and other products/services as they are developed) aligned to the Corporate Plan and Regional Strategy. They will work collaboratively with China colleagues to develop and maintain key strategic relationships within the region, 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

Business Development (70%)

- 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, sponsorship, and Academy courses.
- Act as Key Account Manager for a defined range of accounts in the region, building and maintaining excellent working relationships to drive ongoing business and revenue 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 the CIOB Academy and Product Development team to support the ongoing review and development of CIOB products and services
- 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)

Other Responsibilities (30%)

- 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 Membership Directorate colleagues 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.

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	