



**Assistant Director, Consumer Economy (Consumer, Retail & Ecommerce) CBBC China  
China-Britain Business Council**

Location: Shanghai

*Package: Competitive Gross salary range between **RMB 19,000 - RMB 21,000** per month based on matched qualification and experiences*

**About the China-Britain Business Council**

The China-Britain Business Council (CBBC) is the UK's national business network promoting trade and investment with China.

Since 1954 we have acted as the independent voice of business, located at the heart of the action, engaging across both countries in every sector and region. We support our members, clients, and partners by delivering the advice, analysis, advocacy, and access which they need to seize the China opportunity.

Through our presence right across the UK and its office network in China, CBBC is uniquely positioned to serve its members' interests in the UK and China. Our diverse membership includes some of the UK's leading companies and universities, many of the most dynamic UK SMEs, and an ever-increasing number of Chinese companies exporting to and investing in the UK.

CBBC plays an important role in helping shape bilateral relations between the UK and China through our close links to the UK Government and the Devolved Administrations; the Chinese Government at national, provincial, and municipal level; and the British and Chinese Embassies.

Our commercial team is focused on providing quality insights and strategic reports to help UK and Chinese companies assess and develop their business. We are looking to grow our team with confident, outgoing, commercially minded individuals with a passion for business development and delivery excellence.

For more information about us, please visit our website – [www.cbbs.org](http://www.cbbs.org).

## **What are we looking for:**

We are seeking an commercially minded and experienced individual who is passionate about the retail sector, consumer trends and UK-China trade. This individual will be comfortable with leading a small team and eager to work with a broad range of companies, including UK fashion and consumer brands, food and drink companies and creative clients who are seeking to grow sales in the Chinese consumer sector. We are looking for an entrepreneurially-minded self-starter who can identify new commercial opportunities both for CBBC as an organisation as well as the companies that we are proud to represent and serve.

The individual will be familiar with the environment for foreign consumer companies and have a strong grasp of the practical side of doing business in China. They will also be a strong communicator who is comfortable handling client relationships.

You will provide sound advice and assistance to British companies wanting to develop their business with and within China. This role is client facing and requires substantial recent China business experience and close attention to developing sector trends and policy developments.

The role will engage at a high level with some of the UK's largest companies within the sector and use their network to position CBBC as a thought leader in the UK-China Retail and Ecommerce space. You will also work with UK SME's to help target niche areas where they can develop their business in the China market.

The Consumer Economy team in China covers two core areas (1) Retail and E-commerce, (2) Food and Drink and this role will report in to CBBC's Director Consumer Economy based in Beijing. The job-holder will also work closely with consumer sector leads from UK, industry bodies, key government ministries and regional stakeholders to craft programmes and create commercially driven sector initiatives. You will be responsible for owning targets for the sector driving revenues from CBBC's services and growing membership.

## **Key Responsibilities**

- Lead CBBC's retail and consumer team and ensure the successful delivery of the annual business plan to meet all targets and expectations set by senior management
- Contribute to CBBC's wider strategy for the retail and consumer sectors and become a key member of the wider team
- Grow CBBC revenue streams through sales of CBBC membership and business services to UK and Chinese companies
- Build and maintain relationships with key businesses and organisations in China including relevant departments of the British and Chinese Government, British and Chinese consumer-related companies, and other key industry contacts
- Oversee the successful acquisition and servicing of new clients in the sector.
- Monitor and report new policies, regulations, and trends in the consumer, retail and ecommerce sector
- Plan and deliver short reports and briefings for members of CBBC from the consumer sectors including market insights and practical information on doing business in China
- Represent CBBC at events and in the media

## Requirements

Specific requirements for the role are as follows:

- Excellent written and spoken English
- Substantial and recent China business experience related to Retail and ecommerce
- Demonstrable understanding of the concerns of and issues faced by UK businesses when trading with and investing in China
- The ability to deal at senior levels to deliver sound business solutions to widely differing types of company
- Ability to provide in-depth understanding of how these industry sectors operate in China and write original and insightful research
- Strong business relationships with Chinese and international firms in your field
- Strong analytical and advisory skills
- Excellent written and verbal communication skills in both English and Chinese
- Passion for business development and excellent client facing skills
- Self-motivated, with a flexible and entrepreneurial style of working

The job holder will report to Director Consumer Economy - CBBC China.

The gross annual package for this position is **RMB 247K – 273K**.

Interested candidates are invited to send a letter explaining how your personality and experience meet our requirements and an indication of your current salary and expected salary together with detailed CV to the following email address: [CBBCHR@cbbc.org](mailto:CBBCHR@cbbc.org). Please use “**AD Consumer Economy – Candidate Name**” as the subject of the email.

We regret that only shortlisted candidates will be notified and that applicants who fail to provide a covering letter will not be considered.

The closing date for applications is **20<sup>th</sup> September 2022**.

Telephone enquiries and personal visits will NOT be accepted.