

Marketing and Communications Manager, CBBC China

China-Britain Business Council

Location: Beijing or Shanghai

Package: Competitive salary range between RMB 13,000 to RMB 15,000 (13-month scale), based on matched qualification and experiences

Since 1954 the China-Britain Business Council (CBBC) has acted as the independent voice of British 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 across the UK and 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.

For more information about us, please visit our website at www.cbbc.org.

This role is responsible for managing and delivering CBBC's marketing and communications strategy in China working in coordination with CBBC's marcoms team in the UK.

Communications is central to CBBC's ability to engage members and other key stakeholders across China primarily through our email and social media channels but also media. This position thus performs a critical function for CBBC in China.

Key Responsibilities

- Nurture and promote the reputation of CBBC in China to ensure our members and key stakeholders understand and value our core offer, and see CBBC as a reliable and trusted partner
- Support CBBC's senior management team in China to develop and deliver projects and campaigns to support our organisational and business development goals
- Proactively seek opportunities for CBBC to increase brand profile and reach by identifying and promoting content and insight to key audiences in China across social media and other channels
- Produce concise and engaging content across all channels (e.g. marketing collateral, website, WeChat, Weibo, email, PR, events)
- Manage CBBC's relationships with external agencies and suppliers

- Coordinate closely with CBBC's marketing and communications team in the UK to ensure a high degree of collaboration across our operations and networks in both markets
- As a key part of the marketing & communications team, provide support and training across the organisation on how our teams can leverage our communications channels to promote our events, membership and services
- Manage CBBC's contacts at Chinese and international media
- Support CBBC's events team with marcoms related components of key CBBC events including managing media and any associated branding

Requirements

Specific requirements for the role are as follows:

- 3-5 years of relevant work experience
- Bilingual (English and Mandarin)
- Demonstrable experience of delivering strategies and campaigns to improve brand exposure and support business development goals for an international organisation
Able to identify creative opportunities and deliver high quality content on time and to budget, write engaging copy and tell our story across multiple communications channels
- Demonstrable experience in developing, posting and promoting content across all online and social media channels (website, WeChat, Weibo, direct email etc) to successfully increase reach and engagement rates
- Experienced in managing suppliers to deliver high quality collateral, branding and merchandise that provides value for money
- Has or can quickly build relationships with media and other relevant stakeholder communications professionals

Benefits and conditions of employment

CBBC offer a competitive package which include basic gross salary, social insurance, medical insurance, housing fund and generous leave entitlement.

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@cbc.org. Please use "MarCom Manager 2022 – Candidate Name" as the subject of the email.

We regret that only short-listed candidates will be notified and that applicants who fail to provide a cover letter and use wrong subject of email will not be considered.

The closing date for applications is **30th November, 2022**. We encourage early applications. We will be reviewing applications as they come in therefore you may be contacted before the closing date if we wish to take forward your application.

Telephone enquiries and personal visits will NOT be accepted.