

Director, Member Engagement and Programmes

China-Britain Business Council

Location: London

Salary: £38,000 - £40,000

Does China excite and intrigue you? Are you keen to get to grips with the world's second largest economy? Are you hungry for a fresh challenge and more responsibility in a hugely rewarding role?

If you have a proven track record as a membership and events specialist, this **Director, Member Engagement and Programmes** role at the China-Britain Business Council (CBBC) could be just what you're looking for.

We are seeking a talented, creative, and dynamic membership and events professional to join the team at the UK's leading organisation promoting business with China. You will be working closely with the Senior Leadership team responsible for membership, public affairs and our commercial work, and our team of sector specialists. You will report direct to the Chief Membership Officer.

About Our Company:

The China-Britain Business Council (CBBC) is the UK's leading China business organisation helping our Members and Clients grow their business with and between the UK and China, and promoting trade and investment links. Our mission is to help UK companies of all sizes and sectors, whether new entrants or established operations, access the full potential of the world's second largest economy. We also support Chinese companies do business in the UK. Besides our membership programme we deliver a range of practical services, including advice and consultancy, market research, event management, and trade missions. Through nearly 70 years of engagement, we have built up exceptional connections with government and business across China. For more information about us, please visit our website at <http://www.cbcc.org>

The China-Britain Business Council embraces diversity and flexible working. We warmly welcome applications from all qualified applicants.

Interested candidates are invited to send a detailed C.V. together with a cover letter explaining how your personality and experience meet our requirements. You must include **Director, Member Engagement and Programmes** in the subject line of your email and send to: UKHR@cbcc.org.

We regret that only short-listed candidates will be notified and that applicants who fail to provide a covering letter will not be considered. If you have not had a response within 7 days of the closing date below, then your application has not been taken forward to interview stage.

The closing date for applications is **Sunday 14 April 2024**.

Job Purpose

To lead, design, and deliver the China-Britain Business Council's membership programme of events and business briefings.

To drive the China-Britain Business Council's member engagement activity, including: articulation and communication of the Membership offer; member communications; events programme, process and customer journey, ensuring a varied portfolio of events and content informed by the needs and expectations of our Members.

Job Purpose

- Work closely with the CBBC team in devising and developing a high quality and relevant programme of events for CBBC's Members and the wider UK-China business network.
- Position the China-Britain Business Council as the UK's leading China business organisation through a high-quality events programme
- Develop a forward-looking programme of activity and events, which will add value to CBBC's Membership offer.
- Working closely with the Public Affairs team and Chief Executive, assembling a programme of Premium Member briefings in the UK.
- Acting as the Account Manager of several members in the London area.
- Be the Membership Engagement and CRM champion within the China-Britain Business Council, explaining its importance to colleagues internally.
- Ensuring that across the organisation membership engagement activities such as event participation and the key points that come out of 1-2-1 member meetings are recorded in the CRM system.
- Working with the marketing team to develop sales tool and collateral, as well as providing analysis of pipelines and supporting membership campaigns.
- Working with colleagues to develop tools to promote the Membership programme, both to existing and potential members.
- Manage the Membership and Marketing Manager
- Develop and maintain a solid understanding of the UK-China trade and investment relationship and what members need and want from their membership organisation.

The Director, Member Engagement and Programmes will also provide member intelligence to colleagues across the organisation including the Executive Management Team.

ESSENTIAL SKILLS

- Exceptional verbal and written communication skills
- Experience of working in a membership organisation
- Strong understanding of the importance of membership events programme delivery
- Strong track record of delivering events and business briefings.
- Experience of building effective external relationships
- A clear understanding of the importance and role of content in either a marketing or a membership context
- Strong English language written and verbal communications skills
- Self-starter and motivated, with the ability to work on own initiative and proactively impart/share knowledge
- Strong IT skills, in particular database management
- Ability to prioritise, well organised, with a strong attention to detail.
- Analytical skills to measure and improve the quality and impact of programmes delivered and performance against team targets

- Willingness to adapt and participate in / support team activities outside of the "core role" as required.

DESIRABLE EXPERIENCE

- Experience of working with or a keen interest in China is highly desirable.
- Experience of B2B business development
- Management skills.
- Presentation skills