



China-Britain Business Council

(Beijing) Co., Ltd. 英中联合投资咨询(北京)有限公司

Senior Manager, Consumer Economy (Consumer, Retail & E-commerce) CBBC China

Location: Shanghai

*Package: Competitive Gross salary range between **RMB 13,000 - RMB 14,000** per month based on matched qualifications 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 they need to seize the opportunity in China.

CBBC is uniquely positioned to serve its members' interests in the UK and China through our presence right across the UK and its office network in 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 the national, provincial, and municipal levels; 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.cbbsc.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 working 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 in the consumer sector in Shanghai and the East China region for CBBC as well as maintain and grow the membership portfolio in this region.

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. You 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.

With the assistance and guidance from the Director of Consumer Economy and the Director of Membership and Events in Shanghai, 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 E-commerce space. You will also work with UK SMEs to help target niche areas where they can develop their business in the China market.

The Consumer Economy team in China covers three core areas (1) Retail and E-commerce, (2) Food and Drink, and (3) Creative and Sports. This role in Shanghai will report in to CBBC's Director of Consumer Economy based in Beijing. The job-holder will also work closely with consumer sector leads in the UK, industry bodies, key government ministries and regional stakeholders to implement programmes and commercially driven sector initiatives. You will also be responsible for delivering research, partner identification, trade missions, and member engagement events in Shanghai.

Key Responsibilities

- Represent CBBC's retail and consumer team in Shanghai and East China region, and actively maintain existing relationships with Shanghai-based consumer sector members as well as other key stakeholders including DBT and other organisations
- Contribute to CBBC's wider strategy for the retail and consumer sectors and become a key member of the wider team
- Contribute to consumer team's membership growth target and business services to UK and Chinese companies in Shanghai
- Identify, build and maintain relationships with key businesses and organisations in Shanghai including relevant departments of the British and Chinese governments, British and Chinese consumer-related companies, and other key industry contacts
- Visit key trade shows in the consumer sector in the region, and provide timely and insightful summaries of market trends and updates
- Monitor and report new policies and regulations in the consumer sector
- Represent CBBC's consumer sector at events taking place in Shanghai

- Deliver commercial projects including market research, partner identification, trade missions, and member engagement events as assigned by the sector lead
- Actively grow consumer sector buyer database by visiting trade shows, Chinese buyers, and conducting cold calls when needed

Requirements

Specific requirements for the role are as follows:

- Excellent written and spoken English
- Substantial and recent China business experience related to retail and e-commerce
- 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 companies in the consumer sector
- Ability to provide an 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 the Director of Consumer Economy - CBBC China.

Benefits and conditions of employment

CBBC offers a competitive package which includes basic gross salary, social insurance, medical insurance, housing fund and generous leave entitlement, with annual pro rata leave entitlement of 22-days for Chinese nationals.

We also provide an excellent platform for development opportunities. This position is an excellent opportunity for the successful candidate to learn about international business and work as a part of a team across China and the UK.

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 a detailed CV to the following email address: CBBCHR@cbbc.org. Please use “**Senior Manager 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 **7th October 2024**.

Telephone enquiries and personal visits will NOT be accepted.