



China-Britain Business Council
(Beijing) Co., Ltd. 英中联合投资咨询(北京)有限公司

China-Britain Business Council (CBBC)/英中贸易协会

The China-Britain Business Council (CBBC) is the UK's leading independent source of China business information, advice, consultancy, and services for UK industry.

For more information about us, please visit our website at <http://www.cbbsc.org>.

In conjunction with our member organisation, Oxford Technical Solutions Ltd. (OxTS), CBBC is currently looking to recruit a candidate for the following position, which will be based in Shanghai.



Regional Marketing Executive – OxTS

Location: Shanghai

Package: RMB 14,000 – 15,000 (13-month scale) based on matched qualifications and experiences with a bonus which will be at the absolute discretion of the Company

Company Introduction - Oxford Technical Solutions Ltd. (OxTS)

At OxTS we're passionate about inertial navigation and how we can help our customers with our technology. With over two decades of experience in combining the best of high precision GNSS receivers and world-class inertial navigation expertise, OxTS' products have become the industry standard for automotive testing and are widely used in other industries.

Our products provide position, roll, pitch, heading and other measurements of vehicles on land, sea and in the air. Our highly accurate RT3000 series is used by almost all car manufacturers in the world for vehicle dynamics testing, validating advanced driver assistance systems (ADAS) sensors or developing self-driving cars.

Our range of combined, compact GNSS/INS systems are used for sensor position and orientation on mobile mapping vehicles or for direct georeferencing data from airborne surveying.

Company Website: <https://www.oxts.com>

Regional Marketing Executives plan a crucial role in the development, planning and execution of marketing campaigns for their regions - aiming to increase market awareness, knowledge and intent to purchase of OxTS products.

Duties and Responsibilities

1. **Support Regional Marketing Strategy**
Collaborate with the OxTS Ltd Marketing team in the UK and support the Senior Commercial Manager (China) to develop a comprehensive marketing strategy tailored to the specific needs and market dynamics of the region.
2. **Execute Marketing Campaigns**
 - Support the Senior Commercial Manager (China) to plan and execute marketing campaigns across various channels including digital, print, events, and social media to generate leads, increase brand visibility, and support sales objectives.
 - Ensure brand consistency throughout according to OxTS brand guidelines.
3. **Content Creation**
Collaborate with the OxTS Ltd Marketing team in the UK to develop compelling content including blog posts, case studies, whitepapers, and presentations tailored to the regional audience.
4. **Event Management**
Plan and coordinate regional events, trade shows, and conferences to showcase products/services, engage with customers, and generate leads. Manage event logistics, budget, and post-event follow-up activities.
5. **Lead Generation**
Work closely with the Senior Commercial Manager (China), Global Marketing team and Channel Partners, to develop and execute lead generation programs, including email marketing campaigns, webinars, and targeted advertising, to drive qualified leads and opportunities.
6. **Budget Management**
Assist the Senior Commercial Manager (China) to develop and manage the regional marketing budget effectively, ensuring optimal allocation of resources to maximize ROI and achieve marketing objectives.
7. **Other**
 - Assist the Senior Commercial Manager (China) in market research to identify opportunities, trends, and competitor activities within the region. Analyse data and provide insights to inform marketing strategies and decision-making.
 - Carry out other administrative duties as required.

Behavioural Requirements

- **Planning and organisation**
Candidates must be comfortable with managing and taking ownership for a number of projects.
- **Communication**
Candidate will have proven ability and confidence in both verbal and written communication. They're able to exchange ideas and openly explore a variety of perspectives, adjusting style and content to each individual audience and circumstance.
- **English language**
Strong written and verbal English language skills.
- **Customer focussed**
The candidate will be able to anticipate and efficiently respond to the needs and demands of customers both internally and externally.
- **Proactive**
A self-starter, able to work independently and to foresee issues and action them before issues arise. Able to plan and organise their own time well.

Technical Requirements

- **B2B marketing experience in China**
Has worked in a business-to-business organisation with three to five years' experience. Candidates are expected to hold a 2:1 or above degree in Marketing or related business subject. Exceptional candidates without a degree of equivalent qualification will be considered based on experience.
Experiences in industries relevant to one of the following are beneficial: automotive sensors, autonomous driving solutions, geographical mapping.
- **Events**
Has experience in exhibition and trade show events, including organising stand design, build.
- **Digital marketing**
Familiar with digital marketing tools to optimise digital marketing performance. Understands key digital performance metrics and how to optimise them. Experience with WeChat marketing to drive brand engagement or generate sales leads.
- **IT and Software**
Proficient in Windows and web-based applications, with a good knowledge of software user interfaces at a customer level and the impact this may have on user experience.

Other

- Candidates should have the right to work permanently in China.
- Candidates should be able to travel freely to the United Kingdom.
- It is also required that candidates have excellent written and spoken English.

The role reports to the Senior Commercial Manager – China.

Benefits and Conditions of Employment

Interested candidates are invited to send a **cover letter** explaining how your experience meets our requirements and an indication of your current salary and expected salary together with **detailed CV** (EN & CN) to the following email address: CBBCLPHR@cbbc.org
Please use "**OxTS Marketing Executive – 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 cover letter and use wrong subject of the email will not be considered.

The closing date for applications is **30 September 2024**. 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.