



## Membership Director

**Location: London office based**

**Salary: In the region of £40k - £45k p.a.**

### About Us

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. CBBC supports our members and clients by delivering the advice, analysis and access which they need to seize the China opportunity. Our diverse membership includes the UK's leading companies and universities, dynamic UK SMEs, and a growing number of Chinese companies exporting to and investing in the UK.

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 to do business in the UK.

### The Role

Does China excite and intrigue you? Are you hungry for a fresh challenge and more responsibility in a hugely rewarding role? Do you have the requisite "people skills" to engage with new and existing members in an impactful and successful way?

The CBBC is seeking a talented, creative, and dynamic membership professional to join the membership division at the UK's leading business organisation promoting business links with China. You will be working closely with the Executive Director, Membership, and the senior leadership team responsible for membership, public affairs and our commercial work, and our team of sector specialists.

Working under the direction of the Executive Director, Membership, the postholder will be primarily responsible for developing and delivering membership engagement, retention, and recruitment strategies, ensuring they align with organisational strategy and meet the needs of the membership.

### Key Responsibilities

- Work with the Executive Director, Membership, on the development of a strategic account management approach to the Council's largest and most complex members, and take on the account management role for a number of our members.
- Work with the Executive Director, on business development, recruitment and onboarding of new members.
- Collaborate with the wider CBBC team to curate a programme of high-impact, insight driven events aligned with member priorities.
- Use qualitative and quantitative insights to drive continuous improvement across the business in member experience, conversion, and retention.
- Monitor and report on performance via the use of the CRM system.
- Oversee, together with the Executive Director, the acquisition strategy ensuring we are clear about lead generation and target segments that will lead to the Business Council achieving its growth strategy.
- Help deliver membership growth in line with organisational strategy and targets, by proactively seeking opportunities to recruit members and converting these opportunities.



- Working with client facing colleagues across the business to determine and implement effective contact strategies and member engagement plans to increase relationship depth, improve retention and member satisfaction.
- Ensure the membership offer remains relevant to end users, leveraging both in-house capabilities and external partnerships
- Own the full lifecycle communication strategy for members, from onboarding to renewal, ensuring engagement and retention at every stage
- Support colleagues across the business to achieve targets and desired long-term growth.
- Where possible, develop and implement new ideas for generating additional membership and commercial-related income.
- Oversee the Membership & Marketing Manager's work to deliver the membership strategy and income targets.

### What you'll bring

- A passion for the membership sector and for developing client relationships
- Proven relationship management and business development experience at senior executive level gained within a membership organisation, business association, or similar.
- CRM Expertise: Strong understanding of CRM systems (Dynamics preferred) and experience in leveraging data to drive engagement, retention, and recruitment strategies.
- Commercial mindset: A track record of meeting and exceeding membership and commercial targets.
- Collaboration: Proven ability to work collaboratively with cross-functional teams.
- Exceptional verbal and written communication skills
- An ability to prioritise with a strong attention to detail.
- Experience of working in or with China is desired.

### How To Apply

CBBC embraces diversity. We warmly welcome applications from all qualified applicants. Only candidates who have the legal right to work in the UK will be considered for this role. We are unable to offer sponsorship at this time.

Interested candidates are invited to send a detailed C.V. together with a cover letter explaining how your interest and compatibility for the role meets our requirements.

The email subject should be "Membership Director Application" and you should email your application to: [UKHR@cbbc.org](mailto:UKHR@cbbc.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 14 days of the closing date below, then your application has not been taken forward to interview stage.

**The closing date for applications is Sunday 28<sup>th</sup> June 2026.**

We encourage early applications and may decide to open the interview process before the closing date should we receive suitable applications prior to the closing date.