DIRECTOR, COMMERCIAL, CHINA-BRITAIN BUSINESS COUNCIL

Location: London / South-East (Office based at least 3 days a week)

Salary Range: £45,000 - £50,000 per annum

ABOUT THE JOB

The China-Britain Business Council (CBBC) is seeking a highly motivated individual with excellent business development and sales skills to lead and drive further growth of our Launchpad service.

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 they need to seize opportunities in China.

Our diverse membership includes the UK's leading companies and universities, dynamic SMEs, and a growing number of Chinese companies exporting to and investing in the UK.

In addition to our membership programme, we deliver a range of practical services including advice and consultancy, market research, event management and trade missions. Through more than 70 years of engagement, CBBC has built extensive relationships with government and business organisations across China.

Launchpad is CBBC's highly regarded market-entry and operational support service, enabling UK organisations of all sizes and sectors to establish and grow their presence in China through CBBC's nationwide office network. Launchpad supports a broad range of clients, from consumer brands and academic institutions to SMEs, trade bodies, local authorities and professional services organisations.

The **Director, Commercial** will lead the continued growth, development and commercial performance of the Launchpad service, working closely with colleagues across CBBC's UK and China teams, operational functions and external partners. The successful candidate will work closely with colleagues across CBBC's UK and China office network to support organisations entering, operating and expanding in the China market.

Reporting to the **Senior Director, Commercial and Deputy Head, China**, and based ideally in London, the successful candidate will be responsible for driving sales of the Launchpad service to meet growth targets, maintaining high client retention rates, and overseeing the overall client experience across CBBC's portfolio of more than 80 Launchpad clients.

The role will also contribute to wider membership growth and retention through the successful development and promotion of the Launchpad business.

KEY RESPONSIBILITIES

Key responsibilities for the role of **Director, Commercial** include:

- Working closely with the Senior Director, Commercial and Deputy Head, China to deliver the Launchpad business plan and commercial objectives.
- Actively developing and managing the Launchpad sales pipeline, identifying opportunities and converting prospects into clients.
- Delivering agreed revenue, client acquisition and retention targets for the Launchpad service.
- Developing marketing collateral, campaigns and commercial initiatives to generate enquiries and increase market awareness.
- Managing relationships with key partner organisations and referral networks in the UK.
- Overseeing the onboarding of new clients in partnership with the Senior Director, Commercial and Deputy Head, China and operational functions including HR & Finance.
- Leading Launchpad client relationship management from the UK side, ensuring a high-quality client experience throughout the client lifecycle.
- Leading client retention and contract renewal activity, working closely with the Senior Director, Commercial and Deputy Head, China and colleagues across the UK and China.
- Shaping and delivering a programme of events and engagement activities for the Launchpad client community in both the UK and China.
- Working with colleagues across CBBC to raise awareness of Launchpad and encourage referrals and cross-selling opportunities.
- Supporting wider CBBC commercial objectives, including membership growth, retention and sponsorship opportunities where necessary.

SPECIFIC REQUIREMENTS

The ideal candidate will have:

- Substantial and recent experience in business development, sales, account management or commercial services.
- A strong commercial mindset with a passion for developing business opportunities and building client relationships.
- Demonstrable experience of developing sales pipelines, converting opportunities into revenue and managing long-term client relationships.

- An understanding of the opportunities and challenges facing UK organisations operating in or entering the China market.
- The ability to engage effectively with senior stakeholders and provide practical business solutions to companies, universities and other organisations.
- Strong relationship-building skills and experience of developing partnerships that generate referrals and commercial opportunities.
- A proactive, entrepreneurial and self-motivated approach to work.
- The ability to work independently, manage competing priorities and deliver against agreed business targets.
- Strong presentation, communication and influencing skills.
- Exceptional written and spoken English.
- Strong CRM, pipeline management and record-keeping skills.
- Excellent organisational skills and attention to detail.
- A collaborative approach and willingness to contribute to wider team activities and organisational objectives.
- Mandarin language skills are desirable but not essential.

APPLICATION

The China-Britain Business Council embraces diversity and is committed to creating an inclusive workplace. We warmly welcome applications from all qualified candidates.

Interested candidates are invited to submit a detailed CV together with a covering letter explaining their interest in the role and how their experience meets the requirements outlined above.

The email subject should be **"Director, Commercial Application"** and applications should be sent to **UKHR@cbbc.org**.

Please note that only shortlisted candidates will be contacted. Applicants who do not provide a covering letter will not be considered.

Closing Date: November 13th, 2026

CBBC reserves the right to commence interviews before the closing date should suitable applications be received.