

**German Centre  
for Industry and Trade  
Beijing Co. Ltd.**  
Unit 1111, Landmark Tower 2  
8 North Dongsanhuan Road  
Chaoyang District  
100004 Beijing  
People's Republic of China

30 June 2020

## **Business Development Manager**

The German Centre Beijing is the ideal place to work, connect and do business in China. We are presently looking for a dynamic Business Development Manager who enjoys dealing with people and companies in an international environment. The Business Development Manager is responsible for building positive and trusting connections and partnerships with decision-makers, businesses, chambers of commerce, and industry associations in order to effectively promote German Centre services.

### **German Centre for Industry and Trade Beijing Co. Ltd.:**

The German Centre Beijing is a wholly-owned subsidiary of Landesbank Baden-Württemberg (LBBW) and part of a network of German Centres worldwide. Companies from German-speaking countries come to us to start and grow their business in China. We support them with practical advice and services, provide tailor-made offices from 20-1,000+ sqm, and offer conference and meeting facilities with state-of-the-art equipment. The German Centre has been serving more than 500 companies in a central Beijing location since 1999. Visit our website at [www.germancentre.cn](http://www.germancentre.cn) or find us on LinkedIn to learn more about us.

### **Responsibilities:**

- Represent the German Centre Beijing in German, Austrian and Swiss business communities;
- Identify, acquire and negotiate with potential customers;
- Communicate clearly with existing and potential customers to understand their needs;
- Generate leads for German Centre services and expand potential customer base;
- Stay up-to-date on market trends and conditions;
- Develop and implement strategic marketing plans and activities to support sales and customer retention;
- Initiate goal-oriented marketing campaigns;
- Give practical advice and market entry support with a focus on SMEs from DACH countries;
- Expand the product and service range in line with market requirements;
- Create and update content for communication channels;
- Cooperate with tenancy and marketing departments and support business centre services;
- Look for business opportunities together with colleagues in Beijing and in German Centres worldwide.

**Requirements:**

- University degree, business related disciplines preferred;
- At least two years working experience in China;
- Excellent sales, marketing, negotiation and communication skills;
- Good understanding of market conditions, marketing trends, strategy and best practice;
- Highly service and customer oriented and committed to quality;
- Strong coordination and organizational skills with ability to prioritize tasks;
- Profound knowledge of key institutions and service providers in Beijing;
- Ability to work in an intercultural team;
- Demonstrated problem-solving skills;
- Committed to integrity and transparency;
- MS Office skills; experience with CRM software preferred;
- Fluent in German and English, good command in Chinese.

**Contact us:**

Send your CV, cover letter and earliest possible availability with subject line “Business Development Manager” to the following email address by 31/07/2020: [application@germancentre.cn](mailto:application@germancentre.cn).

We look forward to hearing from you!