



GERMAN CENTRE
FOR INDUSTRY AND TRADE

BEIJING

German Centre for Industry and Trade Beijing Co. Ltd., Unit 1101A, DRC Liangmaqiao Diplomatic Office Building
19 Dongfang East Road, Chaoyang District, 100600 Beijing, PR China

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A Member of LBBW Group

15 March 2021

Sales & Marketing Manager

The German Centre Beijing is the ideal place to work, connect and do business in China. We are presently looking for a dynamic Sales & Marketing Manager who enjoys dealing with people and companies in an international environment. The Sales & Marketing Manager is responsible for building good and trustworthy 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. We are a platform for companies from German-speaking countries to start and grow their business in China. We support companies with practical advice and services, provide tailor-made offices from 35-1,000+ 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 or find us on LinkedIn to learn more about us.

Responsibilities:

- Represent the German Centre Beijing in German, Austrian and Swiss business communities;
- Generate sales, in particular office rentals, by handling enquires, identifying prospective customers, and negotiating contracts;
- Communicate with existing and potential customers to understand their needs;
- Stay up-to-date on market trends and conditions;
- Develop and implement strategic marketing plans and activities to increase sales and customer retention;
- Give practical advice and market entry support with a focus on SMEs from DACH countries;
- Create and update marketing materials and content for our communication channels;
- Coordinate with vendors and service providers;
- Manage and track marketing budget;
- 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;
- Experience in sales, marketing and business development;
- Excellent negotiation and communication skills;
- Independent and pro-active work style;
- Highly service and customer oriented and committed to quality;
- Good understanding of market conditions, trends, strategy and best practice;
- Profound knowledge of key institutions and service providers in Beijing;
- Ability to work in an intercultural team;
- Demonstrated problem-solving skills with ability to prioritize tasks;
- Committed to integrity and transparency;
- MS Office skills; experience with CRM software preferred;
- Fluent in English and Chinese, German is a plus.

Contact us:

Send your CV, cover letter and earliest possible availability with subject line “Sales & Marketing Manager” to the following email address by 7 April 2021: application@germancentre.cn.

We look forward to hearing from you.