

JOB DESCRIPTION AND PERSON SPECIFICATION

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

Job title	B2B Executive South China & Hong Kong	Division/Team	China & NE Asia
Contract type	One-year contract renewable	Location	Beijing
Date	29 July 2019	Salary/Range	RMB 158288 per annum

Context
NA

Main purpose of the role
Commercial role focusing on leading bespoke key account management and engagement with key online & offline product distribution intermediaries in South China & Hong Kong, to develop and support route development, tailoring programmes accordingly to ensure British products are being sold to the customer and driving incremental volume and value to the UK. The post-holder is going to be based in Beijing and to remotely manage South China & Hong Kong market to ensure all the key objectives and targets have been delivered.

Resource management and key relationships	
Staff managed¹	NA
Budget managed	NA
Reports to²	Charlene Zhang
Key Relationships (and indication of level/nature of interactions)	
B2B Manager China & Hong Kong – Charlene Zhang	

Main Duties	
1	Strategic understanding & profiling of the market (20%) <ul style="list-style-type: none"> Ensure distribution profile & deep understanding of the intermediary landscape across South China & Hong Kong with maintenance of a fully profiled database in SugarCRM to classify intermediaries, using this analysis to identify product gaps and optimise market engagement Ensure all intermediary engagement is recorded in the database so as to contribute to the annual B2B evaluation surveys.
2	Strategic interventions with overseas intermediaries and airlines of strategic importance (40%) <ul style="list-style-type: none"> Co-ordinate strategic interventions with overseas intermediaries in South China & Hong Kong focusing on the most effective intermediaries to achieve VB's strategic objectives, employing a tailored & bespoke approach to key partners and sourcing intelligence to inform strategic partners & UK industry in product development Assemble & co-ordinate priority key accounts for South China & Hong Kong to focus 80% of time & effort making strategic interventions to increase the promotion & sales of Britain programmes & product, boosting regional & seasonal spread, through activities such as: <ul style="list-style-type: none"> Programme of agent training webinars on key destinations Tailored fam trips to fill product gaps

¹ Please note VisitBritain reserves the right to increase or reduce the number of staff managed according to the needs of the organisation.

² Please note VisitBritain reserves the right to change the line of management according to the needs of the organisation.

	<ul style="list-style-type: none"> ○ Dedicated sales missions ○ Consistent & high quality market intelligence ○ APIs to VB.com for content provision ○ Featured product from top accounts on VB.com ● Act as the route development champion within China team <ul style="list-style-type: none"> ○ Implement VisitBritain's route strategy, route-related marketing activities and business engagement ○ Liaise with airline partners to establish and maintain strategic partnerships in order to achieve joint targets ○ Identify new route development opportunities with key stakeholders and key platforms for VisitBritain ○ Work closely with counterparts in London to provide market intelligence and gather timely feedback from airline partners ○ Work with DIT to provide operational level support to optimise route development in China <p>Align VisitBritain's key account management strategy with airlines, bridging airlines and travel trade to facilitate ticket sales</p>
<p>3</p>	<p>Increase access for the UK industry to international markets (15%)</p> <p>Provide support to the London B2B team with online & offline engagement tools for the UK industry as follows:</p> <ul style="list-style-type: none"> ● Funnelling South China & Hong Kong buyers to tools such as the trade website and BritAgent agent training as the first port of call to find out more about British products and help them sell Britain more effectively, including: <ul style="list-style-type: none"> ○ Responsibility for regularly refreshing and updating content on the local trade website ○ A target number of buyers using trade directory ○ Trade sales on visitbritainshop.com ● Regular e-CRM communications to the database of buyers in South China & Hong Kong, ensuring communication at South China & Hong Kong quarterly ● Sourcing South China & Hong Kong buyers for ExploreGB and the Missions & Events programme <p>Hosting South China & Hong Kong buyers on fam trips as required, including for events such as ExploreGB and WTM</p>
<p>4</p>	<p>Provide support for general South China & Hong Kong activity (10%)</p> <ul style="list-style-type: none"> ● Support the delivery of any general activity in South China & Hong Kong, liaising with local partners as necessary. <p>Lead on engagement with other HMG partners such as the Foreign & Commonwealth South China & Hong Kong, ensuring that tourism is integrated into overall plans & across the GREAT campaign and that VisitBritain is playing an active role in the region.</p>
<p>5</p>	<p>Financial Budgeting & Control / Evaluation (5%)</p> <ul style="list-style-type: none"> ● Manage budgets effectively ● Ensure all financial & procurement procedures are followed and carefully managed <p>Ensure evaluation of all commercial activity in the region</p>
<p>6</p>	<p>Research and insights (5%)</p> <p>Build an intimate knowledge of South China & Hong Kong to support regional and global decisions and investments. Ensure that key market insights are communicated to the central London team.</p>
<p>7</p>	<p>Global working (5%)</p> <ul style="list-style-type: none"> ● Build close relationships with colleagues in London and around the world to exchange best practice, innovation, creativity and ensure continuous improvement. ● Maintain a culture of teamwork, achievement, accountability and outcome focus. <p>Work with a collaborative team spirit focused on service delivery to both internal and external clients.</p>

Person Specification	
Essential knowledge, skills and experience	
	Requirement
1	Commercial background with understanding of international and tourism product distribution landscape, both online and offline, in East & Central China
2	Experience of key account management in East & Central China together with strong negotiation, influencing and presentational skills
3	Experience of Business Tourism in China and a network of high quality contacts and influencers in the incentive business
4	Proven experience of developing and implementing a strategic plan to increase commercial sales
5	Excellent written & spoken English and Mandarin essential
6	Excellent proficiency across all Microsoft Office applications
Essential personal style and behaviours	
	Requirement
1	Comfortable with data and using an analytical approach to decision-making
2	Effective communication skills with both internal & external stakeholders at all decision-making levels
Desirable requirements	
1	Cantonese preferable