



China-Britain
Business Council
英中贸易协会



Appointment of Chief Executive

Appointment brief

September 2023

Reference: QBKDA

CHINA-BRITAIN BUSINESS COUNCIL

Helping our Members grow trade and investment between the UK and China since 1954
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. We support our Members, clients and partners by delivering the advice, analysis, advocacy and access which they need to seize the China opportunity.

Through our presence right across the UK and its office network in China, CBBC is uniquely positioned to serve its Members' interests in the UK and China. Our diverse Membership includes some of the UK's leading companies and universities, many of the most dynamic UK SMEs, and an ever-increasing number of Chinese companies exporting to and investing in the UK.

CBBC plays an important role in helping shape bilateral relations between the UK and China through our close links to the UK Government and the Devolved Administrations; the Chinese Government at national, provincial and municipal level; and the British and Chinese Embassies.

You can read more about the history of the CBBC [here](#).





OUR EXPERIENCE

With over 65 years' experience, we have an established track record and are uniquely positioned to provide clear, impartial advice to help companies thrive in the rapidly evolving Chinese market.

OUR NETWORK

Our China network has extensive coverage both regionally and across sectors, with offices in 9 locations, and a team of experienced in-market specialists dedicated to guiding British companies towards commercial success in China.

OUR INSIGHTS

Providing you with cutting-edge local market intelligence and access to contacts is at the heart of any successful market entry or expansion strategy. Our objective is to support you in making informed decisions to help your business grow in China.

You can find out more about CBBC by visiting our website: <https://www.cbcc.org/> or our social channels below.



THE ROLE

The CBBC is now looking to appoint a Chief Executive who will lead the executive team, working closely with our board, to develop and implement a strategy to grow the organisation and continue to be impactful on behalf of our members.

KEY RESPONSIBILITIES

Leadership

- Leading the CBBC, setting out a vision and implementing a strategy that delivers for members and maximizes our impact on behalf of members;
- Deliver financial and operating KPIs as agreed with the board, such as increasing levels of member satisfaction;
- Shape CBBC's position on current economic, commercial and political issues, lead CBBC's policy formulation process;
- Build and lead a strong leadership team in the UK and China, while ensuring effective development of colleagues throughout the organisation;
- Build a diverse, inclusive, and values-based organisation;

Stakeholder Management

- Communicate CBBC's positions and policies to all stakeholder groups. The Chief Executive will be a visible and available spokesperson for China-Britain business interests in business and government fora and with the media in both the UK and China;
- Navigate complexity and ambiguity, coupled with exceptional relationship building skills and an established, relevant network;
- Recruit, retain and interact with a range of CBBC members (e.g. from PLCs to SMEs);
- Promote CBBC's mission, programs, products and services to relevant stakeholders;

Commercial Activities

- Develop successful business service offerings to members and non-members, overseeing the design, promotion, delivery and quality of such services;
- Build scale of existing portfolio of commercial services, including China entry support, research projects, conferences, delegation hosting, IP protection support and more;
- Develop and profitably grow new China related business services to members and non-members;

Operations & Governance

- Develop and recommend a yearly budget that builds CBBC's long term stability. The Chief Executive is responsible for delivering the budget's financial targets and will formulate policies and action programmes for approval by the board;
- Identify and mitigate key strategic risks facing the organisation and ensure CBBC fulfils its obligations; and
- Build a strong and trusted relationship with the Chair and the board, providing advice and ensuring the board has timely access to relevant information.

PERSON SPECIFICATION

The Chief Executive will engage extensively with Chinese and UK government officials and the business community at the highest levels. Candidates must have significant work experience in China and have sufficient credibility to build relationships at this level and be used to interfacing with senior leaders.

The Chief Executive must demonstrate experience of leading a commercially driven team. CBBC generates its revenue from membership and from multiple services provided to members and non-members. For CBBC to be successful, this must be developed on a sustainable basis.

The Chief Executive should have experience of developing their leadership team and ensuring it is equipped with the right skills and experience to grow the organisation.

The Chief Executive will take the lead in engaging with the media, communicating CBBC's policy positions and appearing regularly at conferences, events and other public fora. Candidates will therefore need to be comfortable acting as an ambassador for the organisation and be able to establish rapport quickly across a wide range of audiences.

The Chief Executive is responsible for building and maintaining a strong relationship across the range of CBBC's members, from global multinationals to small and medium sized enterprises, ensuring that CBBC provides value to all its members. Candidates must demonstrate excellent stakeholder engagement and capability to manage member diversity.

Demonstrate a strong grasp of relevant public policy and economic issues and how they impact members. Show knowledge at a detailed technical level, backed up by experience gained from meeting with business and government leaders and staff.

The Chief Executive must possess the verbal and written communication skills to influence, inform and constructively educate key UK stakeholders in the UK China relationship, especially those in government positions and those supporting them.



TERMS OF APPOINTMENT

This role is based in London with some international travel to China.

This is a senior role and compensation will be commensurate with the experience of the appointed candidate.

HOW TO APPLY

Saxton Bampfylde Ltd is acting as an employment agency advisor to the China-Britain Business Council on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **QBKDA**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter, and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Monday 9 October 2023**.

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.





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LONDON

9 Savoy Street
London WC2E 7EG

EDINBURGH

46 Melville Street
Edinburgh EH3 7HF

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