New Business Development Manager – Exhibitions

Job Description

Uniplan Beijing is seeking a New Business Development Manager focusing in the exhibition stand design market at leading exhibitions predominantly in China. The main objective for this role is to develop new clients across a range of industries and across the full range of products and services that Uniplan provides in the Exhibition design arena.

The role ranges across a variety of activities, including strategic consultancy, new business development, account management and in some cases, project management.

Uniplan requires a self-starter and excellent team player, and someone capable of devising and executing business development plans and working closely with the Management team and key senior colleagues to develop presentations, pitch work and take responsibility for the conversion of prospects into long-term valuable clients.

In addition to passion for the industry, commercial savvy, market knowledge, good networks and a mindset that is motivated towards personal and business growth are essential to this key role. Accountability and good business process are key drivers for this role. The New Business Development Manager must work to budgets, prepare and deliver plans, engage in background research and develop sufficient understanding of the sectors his/her clients work in, to be able to advise them intelligently.

The New Business Development Manager will work closely with the directors in preparing and presenting credentials, pitches and project proposals.

Business development duties will include:

- Developing a new business plan – targeting high potential clients, making presentations and developing materials to reach these clients
- Identifying new prospects and initiating contact for follow up
- Preparing and presenting new business presentations / credentials presentations
- Taking client briefs and communicating them clearly to the team
- Participating in creative development process
- Writing proposals, including developing costing and doing research in suppliers where necessary
- Closing deals on new business
- Account management – staying involved with new key clients through the production process (attending key meetings, staying in touch with the client, being on site)
- Project management – the role may require some project management component if necessary
- Other duties related to new business as necessary

Marketing duties will include:

- Assess Uniplan’s current marketing materials and strategy
- Review with management in terms of Uniplan’s go-to-market strategy
- Work with management to draw up a new plan and budget for next 1 year

The ideal candidate should possess the following:

- A proven track record of business development, especially in an exhibition design agency environment
Excellence in written & spoken English AND Mandarin are essential
Minimum 6 years experience
Multi-national agency experience and disciplines are preferred
Familiarity with marketing strategies, production and execution is a plus
Good financial management skills, and an understanding of how various types of agencies make money
Good knowledge of Word, Excel and PowerPoint
Capability of devising and implementing revenue-generating ideas
Positive with a can do attitude
Used to working towards tight deadlines
A self-starter, able to use own initiative to solve problems
Intelligent, ambitious and a highly motivated team player, with a commitment to quality and professionalism
Calm in a crisis, flexible and patient
Extremely organised and proactive
Good negotiation skills
Keen to continue learning and growing personally and professionally
A proven ability to develop and win new business in the field
Already placed in the Beijing market and with a network of contacts, mainly to medium-sized and large multi-national companies
Able to think strategically about business development and to consult clients on their marketing and live communications planning
Able to develop strong client relationships and to deepen these relationships to new departments and/or cities/countries
Well-spoken and well-presented; able to deliver credentials presentations and to communicate creative presentations clearly, succinctly and with passion
Able to be both proactive (reaching out to clients and helping them to think ahead) and reactive (responding quickly and efficiently to last-minute client requests)
Flexible and willing to work in a thriving, growing and ever-changing environment
Good-natured, easy to get along with
Creative in their approach to new business
Willing to try and do new things

Uniplan
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