

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

Human Resources

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