

<b>Job Title:</b>	<b>China Food Business Manager</b>
<b>Department:</b>	Food Business
<b>Direct Line Manager:</b>	China Chief Representative (Beijing based)
<b>Indirect Line Manager:</b>	Head of Food Business China (UK based)

## 1. SCOPE OF JOB

- Responsible for managing the Food Business engagement programme with an agreed target group of:
  - Global supply of higher welfare, and global companies operating in China
  - Target national retailers / food service companies
- Development of individual work pipeline: creating leads, developing opportunities and delivering against Awards and project targets via:
  - International Awards (GEA)
  - Business Benchmark on Farm Animal Welfare (BBFAW)
  - Animal Welfare policies
- Responsible for building an outreach strategy for laying hens, broilers and pigs
- Contribute to marketing and communication on CIWF and animal welfare through speaking slots at appropriate conferences / forums and develop appropriate communication pieces for on the China website
- Support the management of China Food Business programme events as required, such as study tours and conferences
- Collaborate with third parties, such as other NGOs, where this enables delivery of programme objectives

## 2. POSITION IN ORGANISATION

- Reports to the China Chief Representative
- Indirectly managed by the Head of Food Business China
- Maintain excellent working relationships with leading food companies, producers, ICCAW, other NGOs and other relevant stakeholders.
- Collaborate with the China Marketing Communications Manager, China Research Officer and Research Manager to obtain the necessary technical support or professional skills related to partnership work.
- Liaise with Food Business Director as required
- Develop and maintain good working relationships with all members of staff

## 3. PERSON SPECIFICATION

Requirements to carry out the job effectively (and which may be developed). The requirements listed below are representative of the knowledge, skill, and/or ability required.

- A good oral and written communicator with strong strategic influencing skills
- Able to provide a compelling case for action to motivate and enthuse companies, consumers, NGOs and other stakeholders
- Ability to cold call / email companies to arrange meetings
- Able to attend or speak as appropriate at industry events
- Able to network and develop / maintain a strong portfolio of contacts
- Able to develop multiple workflows to deadline and within budget, and have a problem solving 'can do' attitude
- Proactive about taking the initiative to execute strategy into action and onto results
- A driven self-starter, who can work on their own as well as in a team
- Experience in initiating and managing complex projects with external partners is essential
- Experience of working in a bilingual Mandarin / English environment, including translating information and work programmes to suit different markets
- Possess a commercial understanding of the issues, practices and strategy in sustainability and CSR and/or farm animal welfare within the food supply chain
- Strong knowledge or experience of working within the food industry is highly desirable, particularly in areas such as procurement, marketing, sales or CSR
- Ability to travel

# Job Description

ESSENTIAL	DESIRABLE
Knowledge	
<ul style="list-style-type: none"> <li>• Fluent in Mandarin and English to business level</li> <li>• Demonstrable knowledge of sales, marketing, CSR or communications</li> <li>• Experience of working in or with the commercial sector, preferably food, to deliver a consumer-facing or sustainability initiative</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of farm animal welfare</li> <li>• Extensive know-how of supply chain management, buying or CSR within food or other retail industry</li> </ul>
Education / Qualifications & Training	
<ul style="list-style-type: none"> <li>• Educated to Degree level</li> </ul>	<ul style="list-style-type: none"> <li>• Degree in a related subject, animal based or business related</li> </ul>
Skills & Abilities	
<ul style="list-style-type: none"> <li>• Proven relationship management skills</li> <li>• Ability to outreach to companies from cold</li> <li>• Proven project management skills</li> <li>• Strong interpersonal and communication skills, both oral and written</li> <li>• Ability to produce clear &amp; concise written material</li> <li>• Effective time management with the ability to prioritise to ensure deadlines are met</li> <li>• Ability to work on own initiative</li> <li>• Able to work independently and as part of a team</li> <li>• Good IT skills including Microsoft Office, applications and Internet</li> <li>• Ability to manage budget expenditure</li> <li>• Provision of excellent internal and external customer service</li> <li>• Able to implement recommendations in support of goals</li> <li>• Ability to influence</li> <li>• A creative approach with the ability to develop new ideas</li> <li>• Ability to analyse data and provide recommendations</li> <li>• Working experience of 'Salesforce', or other CRM systems; ability to learn to use specific packages when required</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to effectively manage others</li> </ul>
Personal Qualities	
<ul style="list-style-type: none"> <li>• Positive disposition</li> <li>• Team player</li> <li>• Energetic</li> <li>• Well organised</li> <li>• Approachable and adaptable</li> <li>• Ability to travel</li> </ul>	<ul style="list-style-type: none"> <li>• Innovative and creative</li> </ul>

## 4. ADDITIONAL TASKS

- Assist with other departmental duties where necessary
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- Act in a manner that enhances the work of the Compassion in World Farming and its overall public image
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals

- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students etc.
- Contribute to the overall aims of Compassion in World Farming
- Take initiative to establish constructive relationships with other organisations in liaison with your line manager
- Work on projects / tasks as specified by the Management / Directors
- Attend and participate in meetings
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your experience, as required by your line manager
- Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures

## SUMMARY OF MAIN TERMS AND CONDITIONS OF EMPLOYMENT

The following information is intended as a useful guide to applicants considering joining our organisation in China. Full details are supplied with an offer of appointment.

1. **Eligibility to work in China**  
In order to comply with legal requirements, as part of our selection procedure we ask all potential employees to prove their eligibility to work in China.
2. **Hours**  
The basic working week is 37 hours Monday to Friday (subject to Chinese law).  
  
It may be necessary on occasions to work additional hours according to operational need. On these occasions, we may offer Time Off In Lieu (TOIL) subject to Chinese law.
3. **Salary**  
Candidates will normally be offered a starting salary appropriate to their qualifications and experience as indicated in the advertisement.
4. **Holidays**  
The holiday entitlement is **23 days** per calendar year. Chinese Bank and Public holidays are not included in this total.
5. **Probationary period**  
The first **two months** of employment will be counted as a probationary period.
6. **References**  
An offer of employment will be subject to the receipt of satisfactory references. We require two employment references, one of which must be from the present or most recent employer. These should, if possible, cover a period of at least the last five years.