



Job Offer

The Swiss Business Hub (SBH) China, an entity of the Swiss Embassy in Beijing and a network partner of the official Swiss trade promotion organisation Switzerland Global Enterprise (S-GE), with further offices at the Swiss Consulates General in Shanghai and Guangzhou, is responsible for the Swiss export and investment promotion activities in China. For our Beijing office, we are recruiting a new

Investment Promotion Director / Deputy Head SBH (100%)

The main purpose of this position is to attract Chinese investments to Switzerland. We are looking for a high-achieving graduate with a Bachelor or Master's Degree. You have at least 3 to 5 years of experience in a similar position or a working experience in trade, marketing or PR in China, coupled with solid leadership experience and a profound knowledge of both the Chinese and Swiss business and cultural environment. You are preferably a Swiss national with professional English, German and French language skills as well as an excellent spoken ability of Mandarin Chinese. You are a strategically thinking, dynamic manager, a successful networker, a strong communicator and a highly reliable, quality oriented person. You enjoy presenting in front of an audience and have a keen interest in Public Relations, media and social media activities. You will lead a small team of local employees located in three different Chinese cities and report to the Head of the Swiss Business Hub China in Beijing.

Your **tasks** will include:

- Responsibility for the planning, implementation and evaluation of the yearly Investment Promotion (IP) targets (KPIs) as approved by S-GE and the Head of the SBH China; reporting to S-GE and partners
- Definition of the IP strategy in China, in cooperation with the Head of the SBH China and with S-GE in Switzerland
- HR-Management and coaching of local IP employees
- Replacement of the Head SBH China during periods of absence, incl. internal and external representation of SBH China, HR-management, supervision of SBH activities and responsibility for SBH reporting; consulting of the Head SBH China
- Leading the cooperation with important IP partners (Swiss cantons, regions, knowledge partners, external agencies); cooperation with Chinese, Swiss and international media
- Generation and careful editing of prospects (potential settlement projects), in cooperation with IP team; quality management of IP-activities in China
- Conception and organization of marketing, PR and media activities (e.g. roadshows, events, media projects) for the promotion of Switzerland as a business location for Chinese companies, including presentations in both English and Chinese
- Responsibility for the IP budget, including planning, controlling and financial reporting to S-GE
- Individual meetings with Chinese companies
- Creation of printing/online material for advertisement purposes
- Coordination of all IP matters with the Swiss Embassy in Beijing and the Swiss Consulates General in Shanghai, Guangzhou and Chengdu

Start of employment: **Summer 2018 (by arrangement)**

Place of employment: Embassy of Switzerland, Beijing – Swiss Business Hub China

If you are interested in a multifaceted job at the interface of public affairs and private economy, please send your English motivation letter, CV and further documentation **until the 12th of March 2018** to:

Mr. Yves Morath, Head of Swiss Business Hub China, bei.sbhchina@eda.admin.ch, Tel. +86 10 8532 8888