

JOB DESCRIPTION

Business Development Manager - Chinese Desk - RSM SGN

Job Title: Business Development Manager	Office: Head Office in HCMC of RSM Vietnam
Job Level: Manager	Service Line: Chinese Desk
Job Code:	Report to: Partner in charge of Business Development
Date:	Working Location: HCMC, Vietnam

Main Accountabilities	<p><i>Business Development (65%)</i></p> <ul style="list-style-type: none"> • Support and collaborate with Partner or Head of Business Development of RSM VN in business planning, marketing communications, opportunities scanning, regional sales execution in the Chinese account sector and in target industries • Contribute ideas to the business development activities, cultivate the sale development and identify the cross-selling opportunities for all professional service lines (Market Entry & Investment Advisory/ Audit/ Tax/Transactional and Financial Advisory/ Business Processing Solutions, Transfer Pricing, etc.) • Participate with Partners and/or Professional Service Teams in preparation of proposals and bidding in Chinese language and English as well • Closely follow up on the sales leads to realization of service opportunities, negotiate and resolve any concerns to close target sales, proactively pursue to win the contracts/ projects • Approach and develop new relationship with target clients • Continue maintaining and enhancing good relationship with the current Chinese clients during the course of engagement/project delivery • Take responsibility to help Partners and Professional Service Teams with translation and coordination in order to deal with, get insights and comprehensive understandings of clients and effectively deliver presentation to clients during meetings, communication and working with Chinese native speaking clients • Take responsibility for the consistency and linguistic quality of all translated documents which are distributed externally • Support Partners and Professional Service Teams to prepare, draft or translate correspondences, working papers, documents, deliverable outcomes or reports in Chinese native language and in specialized terminologies
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- Collaborate with Partners and Professional Service Teams to take good care of and manage the expectation and satisfaction of the **Chinese clients** after sales and delivery of services
- Proactively participate in internal meetings or workshops on business acumen to update, share best business practice, enhance Professional Teams' knowledge on specialized business culture, relevant/ emerging market trends as well as service level to the agreement or satisfaction of target **Chinese clients**
- Participate in **Chinese** Chambers of Commerce or Business Groups, working and maintaining good relationship with authorities, alliances, strategic business partners
- Frequently and strategically connect to other **Chinese** native speaking RSM Member Firms within the APAC Region to cultivate new service opportunities, continuously develop new leads and prospects
- Support in referrals inbound and outbound within RSM networks
- Timely submit reporting with analysis of sale pipelines, client activities and referrals
- Strongly work in alignment with the Firm's business growth strategies and complete the assigned target
- Always be willing to travel for work and business as required by RSM

Marketing and Branding (20%)

- Initiate and implement the Firm/client events to support business development (i.e.: organizing workshops, professional seminars, conference...) aiming to the **Chinese** clients
- Support the Firm's Marketing Teams to fulfill requirements of RSM International on strategic sales and branding activities for **Chinese** market sector
- Enhance awareness and understanding of **Chinese** clients on RSM Brand name and all services lines through strategic programs, campaigns, channels in **Chinese** native language
- Report to the Management Board on the go-to-the-market activities, marketing & branding activities performance on a weekly/ fortnightly/ monthly basis
- Assist the Firm's Marketing Teams to draft and/or translate brochures, articles, press releases for the media in in **Chinese** native language and **English** as well
- Assist the Firm's Marketing Teams to jointly conduct market research and client survey in connection with **Chinese** market sector

Management & Leadership (15%)

- Develop the direct Business Development team in alignment with the Firm's business strategies over time
- Provide training on technical and soft skills to Business Development team members
- Assign and monitor responsibilities, tasks and high performance of Business Development team members (if any)

	<ul style="list-style-type: none"> Responsible for ensuring the business development activities for Chinese market sector in alignment with the annual budget and effectiveness, analyzing variances that may arise
Specialized knowledge	<p>Knowledge</p> <ul style="list-style-type: none"> Knowledge of business and management principles Knowledge of human resources management practices and procedures <p>Skills</p> <ul style="list-style-type: none"> Demonstrate good leadership and management skills Full awareness and ability to run/ coordinate marketing and branding activities Show strong business acumen, agility, market research, analytical reporting and presentation skills Demonstrate independence, problem solving skills Strong social/ verbal/ written communication skills, collaboration and interpersonal skills (especially in interacting with senior level clients) Excellent project management skills and ability to multi-task and prioritize work Strong organizational and planning skills Show digital skills and knowledge of CRM system, office software packages (including MS Office 365, sharepoints, power BI, etc.) <p>Others</p> <ul style="list-style-type: none"> Strategic thinking Business negotiation and customer acquisition management Customer relationship management Decision-making skills Ability to organize and manage events, establish and develop networking Proactive and results-oriented leadership
Education & Experience	<ul style="list-style-type: none"> A minimum of a bachelor's degree in business administration, marketing or other relevant fields Many years' experience in working with Chinese clients or entities Excellent experience in business development in professional services sector Practical experience in providing audit, accounting and tax consulting services would be ideal At least 5-7 years of relevant work experience in business development
Others Requirement	<ul style="list-style-type: none"> Fluent Chinese mandarin language (speaking, listening, reading and writing) at a minimum Business Level Fluent Taiwanese mandarin language (speaking, listening, reading and writing) at a minimum Business Level Fluent English language (speaking, listening, reading and writing) in social and business communication at a minimum Business Level Vietnamese nationality