



**Job Title:** Business Development Manager  
**Location:** Hangzhou, China  
**Report to:** Director of Trading  
**Job Type:** Full-Time, Permanent  
**Start date:** ASAP

### **Purpose of the Role**

To identify commercial opportunities for the various Longulf Group offices to trade with China (and region), to drive their development and seek to achieve regional objectives defined within the wider Group Plan.

Longulf China has been a sourcing office predominately for the London based traders in a defined and narrow range of products. The Group's strategy is to diversify both products, geographies and two way trade with China between its other offices.

### **Key deliverables (Essential duties and responsibilities)**

- To inform, advise and liaise with the designated heads of Longulf Group offices (India, Turkey, Egypt, Germany, Slovakia, UK) of business opportunities and tap into them jointly. To formulate and execute specific market plans in conjunction with Longulf offices with tangible and measurable objectives and timelines.
- Contact and solicit business with Customers and Suppliers in China (& Far East region) to transact repeat orders for the account of Longulf Group offices and where necessary to provide commercial cover in senior trader's absence.
- Carry out frequent visits which will establish and strengthen the network of clients on supply and customer side. Reinforce Longulf's reputation in the market and maintain high standards of service to clients.
- Identifying new development opportunities

The role is varied and requires you to work within day to day processes whilst also having the ability to think strategically about what is best for the business.

### **PERSON SPECIFICATION**

You will be able to demonstrate the following:

- Extensive knowledge of the Chinese market with contacts across China and preferably around the world
- Demonstrable experience of building relationships across Asia market, specifically in China
- Proven experience of hunting new business leads, generating and exceeding sales growth against set targets
- Graduate with a qualification in international trading/business development/marketing
- Entrepreneurial, dynamic with stamina and ambition
- Willing to take initiative and work with diverse team of traders and managers
- Excellent communication and presentation skills with ability to convince clients
- Fluent in English and Chinese both written and spoken (Required)



- International travel is an integral part of this role
- A confident self-starter who can work autonomously or as part of a team
- Proactive and able to manage time priorities and multi-task effectively, work well under pressure and adhere to tight deadlines

This is an exciting opportunity to join a rewarding company with great opportunities in a friendly working environment.

#### **How to apply**

1. Candidates who can demonstrate that they meet specifications set out above and can prove that they have the right to work in the UK should send application [recruitment@longulf.com](mailto:recruitment@longulf.com) or by post to Human Resources Department Longulf Trading (UK) Ltd. Prince Albert House, 2 Kingsmill Terrace, London NW8 6BN.
2. Application should include CV and cover letter stating how you meet each requirements and why you are interested in the role.