

DMFC assists Dutch enterprises in developing and expanding their commercial needs in the pig, poultry, feed, dairy, potato and pet food chains in China. Our slogan is “Bridging Sino-Dutch Agribusiness”. Our working field is in the public-private setting. Our location is in Beijing, for reasons to be close to associations, organisations and governments.

For one of our largest clients DMFC manages several promotion platforms for the agricultural sectors The Netherlands is excelling in, e.g. Orange Pig, Orange Feed or Orange Pet (food). For members of these platforms, we organize events like pavilions at exhibitions, (online) seminars, match makings, road shows or field trips. The final focus of these events is on obtaining commercial exchange between the Dutch companies and the Chinese business community.

For the sales and promotion of these events we are looking for a

(Deputy) Manager Event Sales and Promotion

The (Deputy) manager will also be responsible for the promotion of our own company brand.

ROLES and OBJECTIVES

The first major role of the (Deputy) is to plan, execute, control and finalize **sales and promotional activities for events** according to strict deadlines and within time budget. You coordinate the efforts of third-party contractors, like designers, stage builders, printing companies etc, to deliver inputs according to agreements. You will also oversee quality control throughout its life cycle and pursues excellence for the clients benefits. As innovation and inventiveness is key in the rapidly developing events environment, you propose new ideas to stay one step ahead of expectations. You therefore think pro-actively, inspire others to attain the goals of the event in the most attractive way, set and manage expectations while maintaining a smooth working relationship.

The second major role of the (deputy) manager is to create, initiate and **implement the strategy for the WeChat account of DMFC** in order to increase visibility of DMFC in the Chinese market. You plan publications, pro-actively seek for content, push notifications, review readers and followers, and suggest adaptations to the strategy if needed.

The objective of the “Deputy Manager” is to develop in 1 to 2 years towards a full “Manager”. In this process you work under the direction of other managers and co-work with them to complete events. You perform the work independently but seek assistance from more senior managers to understand and solve complex problems.

RESPONSIBILITIES

Events

- (Co-) Manage sales of booths in the NL Pavilion in exhibitions and (co-) manage services to participants of the NL Pavilion;
- Coordinate content and supervise design and print of materials like Mission booklets, Company leaflets, Seminar advertising, Speaker marketing and other promotion materials;
- Develop and maintain smooth working relationship with the participants of the events overseas (Netherlands) and in China;
- Develop and maintain smooth working relationship with third party suppliers like construction companies, travels agents, printing companies, designers, publishers, exhibitor organisations etc to make the event a success.

WeChat

- Supervise and achieve sound operation of DMFC WeChat, including preparation and publishing of articles on it;
- Improve constantly the DMFC brand by proposing new ideas and plans for branding DMFC and – after discussion with the director – supervise execution of it.
- Build and maintain database of important contacts in the Chinese business community;

SKILLS and COMPETENCES

Your specific job competencies

Project management

- **Inventiveness:** Propose authentic, creative or innovative ideas and solutions for promotional projects.
- **Problem analysis:** Able to troubleshoot a problem, situation or process; to analyze the origin of and the relation between the various components in it; work in a decisive way to a solution for it.
- **Presentation skills:** Convey ideas and plans in a clear, compelling and enthusiastic manner to others, effectively using relevant tools.

Client management

- **Customer Focus:** Survey the needs of the customer and act on it, taking into account the costs and benefits for the organization.
- **Assertiveness:** Present own views in a clear and straightforward manner without harming the relationship with the other

Other

- **Introspection and self-development:** You understand your own strengths and weaknesses. On this basis you take the initiative to enhance or improve your own knowledge, skills and competencies to succeed better.

Our organisation competencies

- **Result oriented** - You are actively focused on effectively and efficiently achieving results and objectives

- *Working together* - You work together with others to achieve goals from the viewpoint that cooperation is the key to this. You look for and utilise the qualities of stakeholders and partners.
- *Professional integrity* - You maintain generally accepted social, ethical and organizational standards related to the position.
- *Quality oriented* – Require high demands on quality and strive to improve the business product or office performance.

Our social competencies

- *Involvement* - Show to be involved with the job and the profession and encourage others on this basis.
- *Collegiality* - Help and support colleagues and consider their needs and interests.
- *Commitment* – Attach value to the goals and interests of the organization or the expertise field
- *Loyalty* - To comply with the policies, standards, values, procedures and agreements of the organization and own position and role in the organisation