ORGANIZATION

The California-China Office of Trade and Investment, a public-private program led by the Bay Area Council, Governor's Office of Business and Economic Development (GO-Biz), and economic development groups and private sector companies across the state, was opened on April 12, 2013. It is intended that the Office will serve as to be California’s flagship vehicle for promoting both trade and investment between the state and China. Dedicated experts located in Shanghai, Sacramento, San Francisco, and Los Angeles will provide concierge services to businesses throughout California and China to forge cross-border trade and investment deals – work that will be held to ambitious and transparent performance benchmarks to help chart the program’s success.

The Office of Trade and Investment will be run by the Bay Area Council, a nonprofit business advocacy organization with offices in San Francisco, Sacramento and Shanghai, in partnership with the California Governor’s Office of Business and Economic Development. Office programs will focus on promoting state exports as well as attracting investment back into California. Helping Chinese businesses land and prosper in our state will feed billion-dollar trade flows, create jobs, and attract more funding to get new projects off the ground. The Office Trade and Investment will build this momentum, supporting Chinese investment in California from start to finish.

Through access to a statewide working group comprised of California’s top business and economic development organizations, the Office of Trade and Investment will connect Chinese investors to a robust network of potential business partners across all sectors.

POSITION SUMMARY

As an employee of the Bay Area Council and reporting to the Chief of Staff of the Bay Area Council, the China Director of the California-China Office of Trade and Investment (the Trade Office) is responsible for managing the Trade Office’s activities in China. This includes promoting the California-China Office of Trade and Investment as the official platform through which to pursue California and Chinese business opportunities by generating and developing leads among Chinese companies interested in growing in California, overseeing all the programming and logistics for California trade missions to China, cultivating and maintaining relationships between and among California and Chinese business and government leaders, following through on business inquiries and requests sent to the Trade Office, and driving as many deals between California and Chinese companies to completion as reasonable. The China Director also will be responsible for supporting the further development of the California-China Office of Trade and Development and related programming and partnerships.
DUTIES AND RESPONSIBILITIES

- **Business Attraction to California** – Develop strategies, plans, and tactics to recruit Chinese businesses for expansion in California. Engage the members of the Advisory Group and Working Group to the California-China Office of Trade and Investment as well as Trade Office partners in the public and private sectors in the process of lead identification, project development, and servicing of business-related needs. Introduce Chinese investors to any fiscal, legal, commercial, and optical advantages associated with operating in California and basic protocols for conducting business in California. Develop database and contact lists for use in outreach and content management. Track progress and results versus annual targets for new client development. Maintain a log of contact activity with priority prospects in Salesforce or other database. Assist Trade Office counterparts in San Francisco and Sacramento with annual program performance reporting requirements.

- **California Business Expansion in China** – Field inquiries and requests made by California companies and partners for meetings, introductions and other support related to business development in China. Keep track of such requests and all resulting actions taken to meet annual California program performance reporting requirements.

- **Business Delegations to China** – Manage all programming and logistics for California delegations to China. Work with the U.S. Commerce Department and U.S. State Department to schedule high-level business and government meetings for delegates. Plan, schedule and monitor content and logistical arrangements for seminars, meetings and related events, including as necessary: meeting facilities, meals, lodging, transportation and similar arrangements. Ensure that activities meet obligations outlined in Memorandums of Understanding signed between the State of California and any Chinese entities.

- **China Government Relations** – Cultivate relations with central, provincial, and local Chinese government officials. Track policy changes in China’s international trade field and adjust the California Trade Office’s outreach accordingly. Collaborate with other foreign trade offices (U.S. federal and state, as well as any counterparts from other countries) to develop and implement best practices in the promotion of California products, companies, lifestyle and culture.

- **Strategic Development of Business Model in China** – Work with the Bay Area Council and GO-Biz in further developing the scope of work of the Trade Office. Actively manage the budget of the Shanghai office. Identify potential new sources of income or opportunities for cost savings. Identify collaborative opportunities for the Trade Office through the cultivation of new contacts and relationships with policy makers, government officials, business leaders, thought leaders and academics.

OTHER RESPONSIBILITIES

- **Public Relations Support** – Support the Bay Area Council and GO-Biz in developing social media and web resources, e-mail communications, publications and other media to promote and support the Trade Office. Work with local media to cover successes and opportunities related to the Trade Office.

- **Policy Support** – Provide feedback to Bay Area Council and GO-Biz on policy issues that relate to trade and investment.
PERSONAL ATTRIBUTES AND SKILLS

- Strong, high-energy work ethic – demonstrated ability to work with minimal supervision on multiple simultaneous assignments, to produce high quality work products, and to use creativity and tenacity to take assignments from start to finish without benefit of a roadmap. Sets and meets challenging goals. Meets deadlines consistently. Sets high standards of performance through own example.

- Excellent communicator who can produce professional, persuasive documents and presentations with limited supervision. Strong public speaking skills for large, small, and private audiences. Exhibit good presence and credibility with senior executives.

- Good planning and organizing skills – can develop and execute clear plans with timelines for complex tasks and projects.

- Experienced manager with demonstrated leadership capability. Builds constructive working relationships with support staff, colleagues, and superiors. Can work with teams to manage multiple personalities and complex projects in a fast-paced environment.

- Demonstrated experience developing and effectively managing budgets.

- Possesses sensitivity for political and cultural protocols possessed by federal, state and local government officials in China, California, and the United States.

- Possesses understanding of the technical, legal, regulatory, economic, and political issues surrounding establishment of wholly foreign owned enterprises, representative offices and joint ventures in China.

- Possesses understanding of marketing, public relations, and media relations, including TV, radio, print, social media, and internet.

- Computer literate with strong working knowledge of Microsoft Word, Excel, Powerpoint, and Outlook (or related products). Experience with Salesforce or other similar CRM database management systems.

- Accountable – takes responsibility for actions and results.

- Conscientious – shows good attention to detail and produces consistently accurate work.

MINIMUM JOB REQUIREMENTS

Bachelor's degree with at least five years of experience in the areas directly applicable to the duties and responsibilities outlined above.

Fluency in written and spoken English and Chinese (Mandarin). Ability to speak additional dialects of Chinese or other languages a plus.