



JOB DESCRIPTION

Job Title: Public Relations Officer

Location: Docklands, London

Responsible to: Operation Manager

Responsible for: Public Relationships between China and UK

Job Purpose:

- This role will be responsible for bridging the communication gap between the Chinese clients and customers and the UK service suppliers, and enhancing the public image of the company.
- The role will assist operation manager to develop business strategies and design new products to make sure the company is in the leading position in the competitive market.
- The role will help the company promote products and services via different distribution channels, e.g. WeChat official account, Sina Weibo, TV programme, email and newsletter, etc.
- The role will manage multiple projects simultaneously and ensure delivery of project plans on time and in budget, implementing an itinerary building and monitoring system (using CUG's in-house ERP system) to ensure quality delivery of service.

Key Responsibilities:

- To continue a smooth-running relationship with already client base both in the UK and China.
- To provide high quality interpretation and translation service to facilitate the high-level conferences and events.
- To effectively organise culture exchange events (e.g. international education forum) held both in the UK and China.
- To establish a structured process and system that will effectively deliver projects at high standard and quality using CUG's new ERP system as a monitoring and operational tool.

- To work in partnership with other team members to research and design a consistent attraction procedure that will inform CUG's service offering.
- To work with various service providers here in the UK in understanding availability and pricing in order to best inform clients and customers from China on an accurate itinerary development.
- To manage individual projects simultaneously while maintaining an overall management of a block of projects linked by operations or otherwise.
- To champion the use of modern tools and technologies in ensuring a smooth run of delivery.
- To help with developing and managing full lifecycle project development and implementing an efficient project management procedure, both internally and externally.
- To build a diverse and inclusive end-to-end project process that will aim to maximise clientele and ensure we have access to a broader and more diverse client and customer pool both in China and in UK.
- To perform other duties are assigned by the Project Coordinator and Director in line with the activities of the business.

PERSON SPECIFICATION

Educational Qualifications and Achievements

Essential Criteria:

Graduate with degree from either Business and Events Management courses, Interpretation and Translation or other related courses.

Desirable Criteria:

High-quality interpreting skills and comprehensive understanding on Chinese and English culture.

Knowledge and Experience

Essential Criteria:

Ability to lead on the design and execution of multiple project and event activities with proven experience of managing such.

Demonstrable experience of building itineraries and activities for a full-cycle event.

Experience of managing international relationship especially between China and UK, with proven ability to lead on projects and events involving both countries.

Experience of designing and agreeing clear objectives for international projects and breaking down large goals into smaller day-to-day goals.

Understanding of project or event management planning techniques and tools, especially using technology to manage the process of planning and execution where applicable.

Ability to work within budget and deliver events to expected standard and quality.

Ability to help with the press release to enhance the public image of the company.

Desirable Criteria:

Experience and knowledge of managing groups, projects and events with some already established contacts.

Communication:**Essential Criteria:**

Native/Fluent Chinese speaker with Good Command of English Language.

Ability to provide high-quality interpretation service to clients.

Strong front office and stakeholder management experience.

Ability to build relationships and credibility with stakeholders.

Able to articulate plans to all levels of stakeholders effectively.

Planning and Organisation:**Essential Criteria:**

Able to prioritise and manage time effectively.

Ability to multitask and work on various projects simultaneously with the big picture in view.

Ability to think and act strategically as well as tactically, anticipating future consequences and trends accurately.