



JOB DESCRIPTION

Job Title	Department	Location	Reports to
Business Development Manager	CAST	Beijing	Director of Sales – Beijing Office

JOB SUMMARY/OVERVIEW

The Business Development Manager – China is responsible for driving commercial growth for Guinness World Records across the Chinese market by developing strategic partnerships and leading record breaking campaigns for clients.

This role involves collaborating with companies, agencies, brands, municipalities, and NPOs to promote products, enhance brand awareness, and highlight regions through impactful “Guinness World Records” activations. You will design and sell PR and marketing solutions that leverage record-breaking events to boost visibility, brand value, and sales for our clients.

You will be expected to fully understand the Guinness World Records commercial product portfolio and position these solutions to key agencies and brands in China. The role focuses on developing new leads, converting opportunities into long-term partnerships, and building and maintaining strong, enduring relationships with key accounts in the Chinese market.

Working closely with our regional teams, you will create and implement outreach strategies for both existing clients and new prospects, establishing partnerships and promoting GWR products across different segments and industries within your territory. You will also ensure accurate management of sales and pipeline data in Salesforce, supporting data driven decision making and sustainable growth.

In summary, building on GWR’s strong brand and existing client base, this role will generate new business that would not have come or stayed in GWR otherwise, with a greater focus on partnership development.

The success of this role will be measured by following but are not limited to:

- Amount of new business partnerships generated annually.
- Amount of renewed business generated by returning or extended licensing clients.
- New qualified leads generated, and amount of business converted by these leads.
- Number of outreach activities (online and onsite).
- Others to fit in GWR’s business.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Strategic Growth & Market Development

- Guide the overall growth strategy for China, identifying new business opportunities, sectors, and long-term directions for GWR.
- Conduct research on the dynamics of target industries/regions, analyze competitor activities,



and identify potential business opportunities and white space to shape outreach plans.

- Build and execute yearly growth and partnership plans in collaboration with the Director of the Sales Team, adjusting based on annual targets and market developments.
- Explore and test new customer acquisition channels or business models (e.g., cross-industry alliances, online-to-offline integration) to expand the company's reach.

2. Partnership Development & Channel Development

- Identify and establish strong relationships with key brands, agencies, and corporate clients to increase CLV, with multi-year renewals, and broaden GWR's presence in China, mirroring the partnership-led approach used in other markets (Americas, Japan and MENA).
- Ensure high standards of service and results for key accounts, acting as a trusted advisor and championing innovative uses of GWR solutions (e.g. record attempts, online campaigns, e-commerce, etc).
- Assist partners in understanding the company's product value, provide necessary training and support, and drive partners to generate performance results.

3. Outreach, Pipeline Generation & Brand Building

- Develop a strong network across agencies, brands, media, and relevant organizations to generate qualified leads and long-term business.
- Represent GWR at conferences, networking events, seminars, and client meetings to promote our solutions and expand awareness of the GWR brand.
- Plan and deliver introduction sessions and capabilities presentations on GWR solutions for prospects and partners to increase understanding and demand.
- For these reasons this role will require extensive travelling and communications with prospects and existing clients.

4. Cross-functional Collaboration

- Clearly and systematically transfer high-quality sales leads (after initial screening and nurturing) to the sales team, assisting them in the final conversion process.
- Work with the Records Creative Team to ensure records meet client expectations but also that records comply with GWR standards and local regulations.
- Participate in planning and creative discussions to ensure that activation concepts and campaign ideas align with client objectives and GWR's standards.

5. Team Support & Best Practice Sharing

- Support and present learnings and leads to colleagues, especially on more complex deals, deal structures, and pricing.
- Provide guidance and input on proposals, quotations, and negotiations, drawing on experience



with large licensing or PR/CR campaigns.

- Contribute to training and knowledge-sharing sessions to uplift commercial capability across the China team.
- Learn and adhere to GWR outreach standards and best practices, upholding the highest professional standards in all external contact.

6. Performance Management & Reporting

- Monitor and report on performance against targets, pipeline, and partnership KPIs, recommending corrective actions where needed.
- Maintain accurate records of meetings, contacts, opportunities, activities, and client information in Salesforce.

JOB REQUIREMENTS AND QUALIFICATION

Education:

- Undergraduate Degree (Business, Marketing, Communications or related field preferred).

Experience:

- 5–8 years of experience in business development, marketing, key account management, or partnerships, preferably in B2B environments and/or agency-related work (working at or selling to agencies, public governments or major brands).
- Demonstrated success in developing and closing complex commercial deals and managing key accounts.
- Experience in the China market with strong understanding of local commercial, media, and brand landscapes.

Other Knowledge, Skills and Abilities:

- Fluent Mandarin Chinese and strong business-level English.
- Excellent communication, presentation, and negotiation skills; able to liaise confidently with senior stakeholders from diverse backgrounds.
- Strong relationship-building skills and a partnership-first mindset.
- Commercial acumen with ability to structure deals, understand financial implications, and manage targets.
- Highly organized, self-motivated, and comfortable working autonomously in a fast-paced, growth-oriented environment.
- Proficient in Microsoft Office (Word, Excel, PowerPoint); experience with Salesforce or similar CRM tools is an advantage.
- Culturally sensitive, adaptable, and excited to represent a global brand in the China market.
- Able to travel frequently across China (and sometimes internationally) even at short notice.



OUR COMMITMENT

Guinness World Records is an equal opportunity employer. We strive to be a diverse workforce that is representative of our audiences, and where everyone can thrive and belong. We are committed to including people with a variety of voices, identities, backgrounds, experiences, abilities and perspectives. We are determined to ensure that no applicant, freelancer or employee receives less favorable treatment on the grounds of race, disability, age, religion, sexual orientation, veteran status or marital status, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.