

JOB DESCRIPTION

Senior Adviser – TIR Development

JOB SUMMARY:

Reporting to Chief Representative, the incumbent drives TIR growth in the region through strategy development and hands-on project management by identifying, developing, and validating TIR use cases through direct engagement with logistics operators, freight forwarders, and shippers. . The role builds a trusted ecosystem of TIR stakeholders, converts market intelligence into actionable business cases, and leads the collaborative efforts needed to make TIR the corridor solution of choice for China-related freight movements, and strengthens the policy and institutional environment in which TIR operates.

Reports to: Chief Representative
Travel: At least 30%
Location: IRU Beijing

RESPONSIBILITIES:

TIR growth and development (up to 65% workload)

Systematically identify where TIR creates value for logistics operators and shippers and turn those insights into structured, actionable business cases, by:

- Conducting structured fieldwork with logistics operators, freight forwarders, shippers, and customs brokers to surface pain points, unmet needs, and latent demand for TIR across key corridors
- Translating field findings into documented TIR use cases, assessing each for commercial viability, regulatory feasibility, and scalability potential
- Building and maintaining a live pipeline of TIR business opportunities, prioritised by corridor impact and operator readiness
- Partnering with IRU members to co-develop and pilot new TIR use cases, acting as the bridge between market reality and operational implementation
- Presenting business cases to internal stakeholders and external partners with clear value propositions, evidence from the field, and concrete implementation roadmaps
- Monitoring national strategic initiatives, bilateral and multilateral transport agreements, government policies, and customs regulatory developments to identify opportunities and risks for TIR expansion
- Mapping cargo flows, trade corridors, export/import structures, and logistics practices to identify where TIR can capture new business and unlock new routes
- Mapping TIR routes to support trade needs and cargo flows in China-related corridors
- Conducting TIR performance analysis: tracking key hauliers, border crossing points, inland cities, and route dynamics — to produce data-driven recommendations that sharpen TIR's competitive positioning
- Drafting and preparing all strategic documents related to TIR, including strategy papers, planning frameworks, monitoring tools, and progress reports.
- Applying project management methodologies to ensure projects are delivered on time, measured rigorously, and documented for replication across corridors
- Coordinate with internal and external stakeholders to ensure effective project execution and measurable impact.

TIR community building & ecosystem nurturing (up to 25% workload)

Build the trusted network of operators, shippers, and partners that makes TIR adoption self-reinforcing, by:

- Cultivating a trusted network of TIR advocates among logistics operators, shippers, customs authorities, and trade associations across China-related corridors
- Identifying and nurturing early adopters who can serve as credible reference cases and peer ambassadors within the logistics ecosystem
- Organising and facilitating roundtables, peer exchanges, and corridor working groups that create structured dialogue and shared ownership around TIR adoption
- Acting as primary relationship owner for key logistics players — ensuring ongoing engagement, feedback collection, and long-term loyalty development
- Working with China-based IRU members and partners to integrate TIR into their service offerings and operational processes, increasing TIR usage and loyalty

Raising standards in international road transport (up to 10% workload)

Support TIR's long-term growth by raising the professional standards of the operators who use it, through:

- Identifying partnership opportunities and assessing market demand for driver and operator training programmes that strengthen the TIR operator base in the region
- Generating leads relevant for training activities and contributing to developing business models in close coordination with IRU headquarters
- Generating leads relevant for research activities supporting the public and private sector's actors in developing international transport by road.

Other tasks assigned by line manager.

QUALIFICATIONS:

- Master's degree in economics, management, logistics or any relevant subject.
- Minimum 10 years in business development, commercial, or market-facing roles in logistics, freight, or transport, with direct experience engaging shippers and/or operators in a sales, business development, or partnership capacity.
- Demonstrated experiences in preparing and executing public/private funded projects is a strong asset.
- Strong coordination and communication skills.
- Solid capabilities in policy analysis, data analytics and report drafting.
- Ability to work effectively with multiple partners, including government, research institutions, and industry stakeholders.
- Existing network among freight operators, forwarders, or shippers active on China-related trade corridors is a strong asset.

COMPETENCIES, SKILLS & BEHAVIOURS

Our Mindset: How we work			
Be customer oriented	Challenge the Status Quo	Be bold	Act

Our values: What guides us

Drive for results

- Ensure operational excellence in all activities
- Make things happen by being proactive
- Effective communication skills; Mandarin as mother tongue and excellent command of English
- Be accountable and actively contribute to key priorities
- Understand the sense of urgency & drive change
- Proactively drive IRU agenda both dealing with day-to-day operations and shaping long term strategic objectives
- Fully committed to IRU and determined to reach objectives in annual Game Plan
- Strategic thinker with strong analytical, problem solving, organisational and project management skills
- Able to listen deeply to operators and shippers, synthesise market signals, and translate field conversations into structured business opportunities and use cases

Respect

- Act with integrity, respecting our policies, compliance and rules & regulations at all times
- Inspire, develop and nurture the people we work for and with
- Lead by example: be a trusted leader by showing accountability & empowering others
- Protect the environment to ensure a sustainable future for the generations to come
- Demonstrate emotional intelligence: self-awareness, empathy, managing self and other emotions
- Collaborate cross-functionally to be successful in a matrix organisation

Resilience

- Be creative and curious
- Be flexible and bounce back in challenging times
- Adopt a solution-oriented mindset
- Ability to work under pressure and variable time schedule
- Willing to travel extensively

Industry knowledge

- Strong transport industry expertise and knowledge
- Deep familiarity with the commercial realities of freight operations on China-related corridors, including operator economics, shipper decision criteria, and customs/border dynamics
- Able to build relationships, influence and inspire both internal and external stakeholders
- Committed to IRU's sense of purpose and meaning