Role Title
Regional Head of Marketing English & Exams

Role Information

<table>
<thead>
<tr>
<th>Role Type</th>
<th>Pay Band</th>
<th>Location</th>
<th>Duration</th>
<th>Reports to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advisory, Policy</td>
<td>Local Grade E</td>
<td>SSA</td>
<td>Indefinite</td>
<td>Regional Marketing Director</td>
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<tr>
<td>&amp; Expertise</td>
<td>E / PB8</td>
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Role purpose

The purpose of this role is to develop and manage the marketing strategy and planning for English and Exams in SSA to provide professional marketing expertise to the English & Exams SBUs within the region, share relevant knowledge and expertise with other marketing professionals within the region and to help ensure alignment with marketing strategy across the British Council. This will include the planning, delivery and evaluation of regional marketing strategies across English & Exams products (including Teaching Centres) within the region, ensuring global E&E marketing and product strategies are reflected in regional strategies.

This role plays a proactive role in the development of English & Exams SBUs within the region, including business planning.

About us

The British Council is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

The SSA Marketing Directorate plays an essential role in helping us to make a positive contribution to the UK and the communities where we work across 19 dynamic and diverse countries in SSA. The Directorate is driving an approach to marketing excellence through an integrated team of marketing professionals that include specialists working in communications, insights and analysis, marketing performance and digital communications. The work is varied, challenging and rewarding, and supports a portfolio of work in English language teaching services, examinations and professional qualifications, education programmes, and arts and society initiatives.

To join this high functioning team, we are looking for candidates who are adaptive and innovative. Prepared to think differently, drive value and demonstrate high levels of expertise and professionalism. They will be dedicated to growing the impact and reputation of the British Council and work seamlessly across many countries, supporting the requirements of multiple business units.

Function overview:

Marketing at the British Council is a strategic function which drives awareness, understanding and engagement with us across our diverse audiences. We use insight, knowledge and analysis of our market and our customers to engage them with the British Council’s international cultural relations.
mission, our products and services in the most impactful and effective way. We lead the
development of our brand and use our expertise to tell inspiring stories to enhance our global
reputation, build lifelong relationships, engage our staff and prove the impact of what we do.

Our Regional Strategy to 2020 for English & Exams is to;
- Strengthen the cultural relations role played by English in the region and increase our
  institutional reach
- Stabilise and improve the teaching centre businesses, improving margin growth in line with
  income growth.
- Secure continued growth in IELTS, protecting and growing our business in an increasingly
  complex and competitive market, develop a forward-looking regional strategy for strong growth
  in the distribution of a range of UK qualifications including Cambridge Assessment
  International Education and develop the market for APTIS

**Main opportunities/challenges for this role:**

- To develop, manage and support regional business growth strategies for both English & Exams enabling delivery of the regional strategy to 2025
- To develop and execute regional strategies and plans for both English & Exams ensuring
  alignment of all country plans
- To ensure effective integrated and joined up areas of delivery for regional marketing activity to
  maximise impact on return on investment in the marketplace
- Building and developing a motivated and effective integrated regional marketing team for
  English & Exams

**Main Accountabilities:**

**Marketing**
- Develops and manages the regional marketing strategy for English & Exams, ensuring
  alignment to global SBU marketing strategies and plans, regional objectives and the
  overarching global marketing strategy for the British Council
- Plans, delivers and evaluates regional marketing strategies and activities for English & Exams
- Manages the planning and execution of digital campaigns, ensuring co-ordination across the
  region and alignment to global digital communications policies and standards
- Provides appropriate input to product development
- Ensures monitoring of marketing performance for English & Exams at regional and country
  levels
- Ensures solid and beneficial relationships with counterparts in the Centre of Excellence
- Champions a cross audience focus
- Champions the capture and sharing of insight and analytics across marketing teams in the
  region, working together with the Regional Performance and Analytics Manager into business
  plans

**Consultancy, analysis & problem-solving**
- Applies core technical/professional knowledge, recognised best practice approaches and
  insight from previous experience to develop marketing strategies and plans and resolve issues
  and risks
- Conducts analysis based on insights and research and external trend/market analysis to
  provide high quality and evidence-based marketing advice, recommendations and plans
- Presents complex information clearly, tailoring the presentation of findings to meet the differing
  needs of both marketing and regional leadership audiences appropriately

**Internal customer focus**
- Builds an in-depth understanding of the specific operational context, opportunities and
  challenges for the SBU and the region to ensure the provision of marketing advice and plans is
  based on informed business insight
- Proactively seeks internal customer and other stakeholder feedback to monitor satisfaction with
  the standard of marketing advice and business support provided, enabling improvements to be
  made where issues are identified
Service improvement
- Identifies opportunities for improvements to regional marketing for English & Exams and determines how to progress these, working collaboratively with the SBU global marketing team and the Centre of Excellence where appropriate to ensure alignment to global marketing approaches and enable ideas and innovations to be shared.
- Demonstrates awareness of relevant governance arrangements that relate to the development of regional marketing strategies, plans and approaches for English & Exams.
- Makes recommendations to resolve specific / regional issues but also offers ideas which contribute to the development of wider solutions to broader business challenges and problems.
- Explains to country marketing teams the need for compliance with agreed corporate procedures relevant to their area. Collates required compliance data within standard monitoring and reporting systems.
- May participate as part of a team to support implementation of corporate or regional change projects within marketing.

Functional expertise
- Provides proactive professional marketing advice and support to internal customers to ensure regional marketing for English & Exams is high quality, effective and compliant with relevant corporate policies.
- Completes an annual cycle of formally recognised Continuing Professional Development (CPD) to maintain and deepen their professional expertise.
- Uses a variety of information resources and professional networks to maintain up-to-date knowledge of developments in external policy, practice and regulation within their professional discipline.
- Likely to be fully qualified within the relevant professional accreditation or chartership for their functional discipline (or the equivalent by experience).

Commercial & financial management
- Using agreed corporate systems and processes, plans and manages the regional budget for English & Exams marketing activities, and conducts monthly and year-end reporting on income and expenditure, profitability and risk.
- Shows an understanding of value for money/cost effectiveness in the regional marketing strategies, plans and activities delivered for English & Exams.

Relationship & stakeholder management
- Actively participates in and contributes to the Marketing Community of Practice and network of marketing professionals.
- Builds a network of with external suppliers/providers/contacts to support effective service provision and knowledge exchange.

Leadership & management
- Plans and prioritises own work activities to ensure effective delivery of diverse responsibilities and internal customer deliverables over a monthly to quarterly time horizon.
- Member of and active contributor to the Regional Marketing Governance team.
- Provides direction, advice and support to country marketing teams on marketing strategies, plans and activities for English & Exams.
- Direct line management accountability for the Regional English & Exams Marketing & Communications team.

Key Relationships:

Internal
- Regional Marketing Director
- Regional Director English
- Regional Director Exams
- Regional and country marketing team
- Global Centre of Excellence

External
- Suppliers
### Role Requirements:

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<tr>
<th>Threshold requirements:</th>
<th>Assessment stage</th>
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<tr>
<td><strong>Passport requirements/ Right to work in country</strong></td>
<td>Shortlisting</td>
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<tr>
<td>You must have the right to live and work in the country in which the role is based.</td>
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<tr>
<td><strong>Direct contact or managing staff working with children?</strong></td>
<td>N/a</td>
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<tr>
<td>No</td>
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### Notes

### Person Specification:

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<th><strong>Minimum / essential</strong></th>
<th><strong>Desirable</strong></th>
<th><strong>Assessment Stage</strong></th>
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<tbody>
<tr>
<td>Degree or professional qualification in marketing or business, or demonstrable level of equivalent experience</td>
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<td>Shortlisting</td>
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### Role Specific Knowledge & Experience

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<th><strong>Desirable</strong></th>
<th><strong>Assessment Stage</strong></th>
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<tr>
<td>Considerable experience in developing marketing strategies and plans within a large and complex organisation</td>
<td>Experience in a global organisation</td>
<td>Shortlisting</td>
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<td>Experience in the design and delivery of plans to support programmes / products</td>
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<td>Demonstrable experience of leading a team including performance management and development</td>
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<td>Experience in providing direction, oversight and coaching on the delivery of marketing plans and activities</td>
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<td>Experience in effectively negotiating budgets and resources with senior stakeholders</td>
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### Role Specific Skills (If any)

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<th><strong>Assessment Stage</strong></th>
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<tr>
<td>CIM Marketing Competencies</td>
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<tr>
<td><strong>Insights (level 4)</strong></td>
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<td>Analyses and presents information to generate insights that assist in the achievement of marketing goals</td>
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<tr>
<td><strong>Monitoring and measuring effectiveness (level 4)</strong></td>
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<tr>
<td>Evaluates activities and recommends improvements using measurement data and analytics</td>
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<td><strong>Partnership marketing (level 3)</strong></td>
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<tr>
<td>Develops channel to market/partnership marketing plans to meet customer needs and achieve business goals</td>
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### Integrated marketing communications (level 4)
- Creates and implements integrated marketing communications plans using both physical and digital tools.

### Risk and reputation management (level 3)
- Implements processes aligned with company values to maintain corporate reputation.

### British Council Core Skills

#### Communicating and influencing (level 4)
Uses influencing techniques
- Uses formal and informal negotiating and motivation techniques to influence others’ behaviour and persuade them to think and act differently, while respecting difference of view and culture.

#### Manages a team (level 4)
Leads a large and varied team
- Manages a substantial group to deliver annual business objectives. The team includes different professions, cultures and/or areas of business, and may cover multiple locations.

#### Managing projects (level 4)
Leads larger projects
- As above for medium-to-large and/or high-risk projects, coordinates a diverse team with awareness of equality and diversity impact as part of the project specifications and handles changes in specification or plan to meet unexpected circumstances.

#### Planning and organizing (level 3)
Develops annual plans
- Develops and reviews the implementation of annual plans for a work group or function, taking account of business and customer requirements and reconciling competing demands.

#### Managing risk (level 3)
Develops the culture
- Has track record of analysing potential risks, promoting risk awareness, and holding others to account for their practices.

### British Council Behaviours

#### Creating shared purpose (more demanding)
Creating energy and clarity so that people want to work purposefully together.

#### Connecting with others (more demanding)
Actively appreciating the needs and concerns of myself and others.

#### Shaping the future (most demanding)
Changing the nature of what we do and the benefits we gain by thinking and planning with creativity.

#### Working together (most demanding)
Creating the environment in which others who have different aims can work together.

<table>
<thead>
<tr>
<th>Prepared by:</th>
<th>Date:</th>
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<tbody>
<tr>
<td>Maba Matube</td>
<td>September 2019</td>
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