

**Role Title** Ref no- 18/10/262

**Account Relationship Officer**

**Role Information**

Role Type	Pay Band	Location	Duration	Reports to:
Full Time	4	Dhaka	Indefinite	Head of Business Development

**Role purpose**

The purpose of this role is to develop and maintain relationships and enhance opportunities with key accounts to meet business related targets

The role is to support B2B Customers and report issues and resolutions to the Account Relationship Manager or Head of Business Development to develop and retain the Account.

The role is also required to proactively resolve issues, add value and ensure delivery on expectations. On a daily basis the role executes the country key account plan.

**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.

**Geopolitical/SBU/Function overview:**

**Account Management**

The Bangladesh Examinations operation will move towards an integrated operations team and an increased focus on business development and account management, which is key to the GNOME approach (Global New Operating Model for Exams)

The core focus is to develop the IELTS, Aptis, and Schools businesses, extending reach, enhancing customer and partner support and service, developing new markets, counteracting and pre-empting competition

**Bangladesh Examinations**

Our Examinations work focuses on providing access to high quality UK qualifications to customers, thereby facilitating the building of relationships with our target audiences. The South Exams portfolio is of vital importance to the British Council in terms of both the impact and the income it generates for the organization. Bangladesh is among the top 10 exams businesses in the network by surplus. Examinations work encompasses English products such as IELTS,

Aptis (the BC Test), School exams, and a wide range of academic and professional qualifications. We plan to administer 135,000 exams to over 30,000 candidates in 2018-19

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

- Maintaining strong relationships with existing customers and developing them further
- Scope out business opportunities in pre-agreed market segments
- Support pre-agreed secondary market research

### **Main Accountabilities:**

#### **Market and customer intelligence**

- Ensures product/sector knowledge is up to date and forward thinking
- Provides account /country specific input into market intelligence activities, innovation and business development
- Provides country/geography specific market intelligence activities, innovation and business development
- Tracks competition and updates line manager
- Performs pre-agreed secondary market researched or gathers pre-agreed market intelligence in a systematic way

#### **Account retention**

- Adds value to key accounts and looks at opportunities for retention through cross-sell and other initiatives
- Flags and addressed performance issues in delivery and proactively seeks solution for an amicable resolution
- Monitors capacity and drives up/pull forward B2B2C sales to fill capacity
- Builds and develops networks around existing clients to cultivate segments

#### **Customers/ Relationship and stakeholders**

- Works to defined Account Relationship standards and frameworks
- Supporting continuous improvement in the efficiency/cost effectiveness/quality of service delivery/systems in the unit or department
- Proactively work with Account Relationships Manager to deliver satisfactory and timely resolution of customer (internal or external) complaints, coordinating input from other team members as required. Ensures the customer is kept informed throughout the process.
- Prioritises own work activities, from long terms plans into day to day activities.
- Builds relationships and uses influence to work with others to grow the business
- Has knowledge of British Council products and services across SBUs to be able to provide solutions to customers
- Takes audience led approach to meet customer's needs
- Lead on delivery of agreed Exams promotional events
- Deliver product presentations to appropriate audiences within the B2B segment

#### **Analysis and reporting**

- Uses standard procedures and templates, regularly records, analyses and reports on operational activity such as client's activity to support senior managers in making timely and effective business decisions that respond to business development targets.
- Supports wash-up meetings to review client's experience on Test Sessions and influence continual improvement and corrective actions
- Monitors dashboard on B2B service level – reports from Schools and IELTS

registrations systems

## Key Relationships:

### Internal

Account Relationships Manager, Head of Business Development, Regional Management Team (IELTS) Country Examinations, Customer Services, Finance and Resources teams; Exams Regional Management Team

### External

Customers, Key Accounts Representatives, External Vendors, (B2B) partners, agencies, receiving organisations (RO's), schools, universities, education agents, as well as the corporate sectors.

## Role Requirements:

Threshold requirements:		Assessment stage
<b>Passport requirements/ Right to work in country</b>	Bangladeshi passport holder or legally entitled to work in Bangladesh.	Shortlisting
<b>Direct contact or managing staff working with children?</b>	Yes	
<b>Notes</b>	<p>ID, local/international police record check, qualification and reference checks are required for external candidates.</p> <p>This post holder has a scope to work with children directly and indirectly. Therefore, s/he needs to understand the importance of child protection and ensure that Child Protection policy and procedures are in place to offer maximum protection of children and young people at all relevant events and activities and will ensure compliance with British Council Child Protection policy.</p>	
Person Specification:		Assessment stage
<b>Language requirements (DELETE IF NOT APPROPRIATE)</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>English Language at Proficiency Level equivalent to IELTS band score 6.5</li> </ul>		Shortlisting
<b>Qualifications</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>Graduation in any subject</li> </ul>		Shortlisting
<b>Role Specific Knowledge &amp; Experience</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>Experience building and maintaining stakeholder relationships</li> <li>2 years' experience in B2B customer</li> </ul>	<ul style="list-style-type: none"> <li>Experience in B2B customer service environment</li> </ul>	Shortlisting

<ul style="list-style-type: none"> <li>▪ service environment</li> <li>▪ Ability to work in a way that promotes the safety and wellbeing of children.</li> <li>▪ Experience of working with children.</li> </ul>	
<b>British Council Core Skills</b>	<b>Assessment Stage</b>
<p><b>Managing Accounts and Partnerships Level 2</b>  <b>Works with stakeholders and partners</b>  Communicates regularly with diverse stakeholders, customers and/or partners to build mutual understanding and trust.</p> <p><b>Communicating &amp; influencing Level 2</b>  <b>Relates communications to circumstances</b>  Displays good listening, writing and speaking skills, setting out logical arguments clearly and adapting language and form of communication to meet the needs of different people/audiences.</p> <p><b>Developing Business Level 1</b>  <b>Reviews data</b>  Applies a range of standard analytical techniques to support business development – e.g. pricing tools, revenue tracking, monitoring sales prospects, audience figures or profit margin.</p> <p><b>Planning and organizing Level 1</b>  <b>Is methodical</b>  Able to plan own work over short timescales for routine or familiar tasks and processes.</p>	<p><i>Shortlisting AND Interview</i></p>
<b>British Council Behaviours</b>	<b>Assessment Stage</b>
<p><b>Connecting with others – More Demanding</b>  Actively appreciating the needs and concerns of myself and others</p> <p><b>Being accountable – Essential</b>  Delivering my best work in order to meet my commitments</p> <p><b>Making it happen – Essential</b>  Delivering clear results for the British Council</p>	<p><i>Interview</i></p>
<b>Prepared by:</b>	<b>Date:</b>
Sebastian Pearce Director Examination	Oct 2018

*“The British Council believes that all children have potential and that every child matters - everywhere in the world. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC, 1989”*

*“The British Council is committed to a policy of equal opportunity. Our policy aims to ensure that no job applicant or employee receives less favourable treatment on the grounds of gender, age, disability, ethnicity, religion or marital status. We guarantee an interview to disabled candidates who meet the essential criteria”*