

Role Title

Branch Manager

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Permanent	G	Chiangmai	Indefinite	Head, Sales & Customer Management (SCM)

Role purpose

- To significantly increase sales and boost the growth of the Teaching Centre Business in Thailand
- To motivate and build a highly performing team and embed a results-orientated sales and customer management culture in the organisation
- To motivate the SCM team and to foster good team spirit, delivering a high quality, efficient and integrated customer service experience.
- To oversee the daily operations of the branch. To ensure the Sales and Customer Management team of the Branch meets and exceeds the sales and service targets and KPIs
- To contribute to the formation of business strategy as a key member of the Teaching Centre Management Team;
- To work closely with Head of SCM to ensure the branch the post holder manages and other branches share the same best Practice and standards

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:

Thailand is part of the East Asia region. The Thailand Teaching Centre is one of the largest in the British Council's global network with thousands of adults and young learners studying with us at any one time. We also have a large examinations operation facilitating the taking of UK examinations. In addition, we have enquiries on our educational and arts services.

The post holder will work 8.5 hours per day (including 1-hour lunch break) and a 5-day week on a shift system from Wednesday to Sunday. The center is closure every Monday and Tuesday. The roster will be planned based on the business hour , 11:30 to 21:00 , Wednesday

to Fri, 8:30 to 20:30 Saturday and Sunday) It may be necessary on occasions to cover for colleagues at different working shift.

Main opportunities/challenges for this role:

- To manage branch Sales, Customer Management and operation in timely manner.
- To work tactically with the team from the daily sales monitoring
- To manage time and resources proactively and efficiently in order to achieve KPIs and targets.
- To develop Sales and Customer Management talent development with the talents from the center managed by the post holder
- Working as a part of worldwide leading organization in English learning field.

Main Accountabilities:

Sales and Customer Management

- To work closely with Head SCM and Marketing team to develop and execute SCM strategies, plans and processes in line with the country and region's plan for the professional handling of English course enquiries and registrations.
- To build, lead and motivate SCM team to achieve and exceed customer experience and reregistration targets and KPIs through excellent customer management.
- To build, lead and motivate the SCM team to achieve and exceed targets and KPIs.
- To monitor and review individual and team sales performance through regular meetings and reviews.
- To ensure marketing and sales data are properly tracked and recorded according to the country and region's requirements.
- To prepare MCM weekly report, customer management / registration performance reports accurately in the required format for dashboard management review.
- To present weekly sales performance with identified opportunities and follow up action plan and timeline (SMART)
- Customer management / reregistration performance reports in the required format for dashboard management review.
- To facilitate and manage British Council customer experience surveys, including Customer Effort Assessment and Mystery Shopping, and to act on results to improve processes, customer experience and reregistration.
- To provide support to the team in handling complaints and to resolve escalated complaints according to the Complaint Management Policy.

Branch Operations

- To set up and update sales plan on regularly basis in line with sales performance.
- To establish efficient and effective SCM processes and procedures.
- To oversee the facilities and the overall upkeep / maintenance of the assigned branch,
- To work closely with internal stakeholders to develop, execute and enforce SCM, Finance, Resources and HR policies and procedures in line Thai law and British Council's guidelines.
- To liaise with the building management of the assigned branch to ensure proper daily branch operations.
- To manage SCM team budget.
- To build and maintain effective relationships with key local stakeholders such as OPEC, Immigration and education agents.

Marketing

- To help plan and execute myConversation, myClub and PP Club events together with the Marketing and Academic teams and to participate in other Teaching Centre marketing and promotional campaigns.

- To provide concrete feedback on British Council campaigns and promotions to the Marketing team to raise brand awareness and generate enquiries for sales together.
- To maintain a clear understanding of customer needs / preferences, threats and opportunities in the external environments and keep Management and the Marketing team informed.
- To contribute to the generation of new ideas regarding acquiring new inquiries and leads.
- To coordinate activities cross teams to increase student registrations.

Product Knowledge and Class Scheduling

- To improve and maintain the level of product knowledge of the SCM Team through regular meetings and joint working initiatives with Academic Managers and Teachers.
- To provide feedback to the academic team on product reception and classroom experience to improve sales conversions and re-registrations.
- To lead on the scheduling of classes to ensure the class timetable matches customer preferences.

Training

- To build and lead the team's capabilities of sales and customer management
- To identify training needs and provide training / refreshment training to ensure staff are fully equipped with the necessary skills and knowledge to achieve and exceed the new sales targets and KPIs and to provide excellent pre- and post- sales services to meet re-registration targets and KPIs and improve British Council customer survey results.
- To be proficient in using and to ensure SCM staff are proficient in using TCMS, CRM and the online booking system.
- To ensure all SCM team staff complete mandatory training in EDI, child protection, and other areas as required.
- To attend regular professional development, training and skills programmes as required.
- To be proficient in using relevant systems, including CRM, TCMS, on-line booking system and through training to ensure the SCM are also able to use the system efficiently.

Line Management

- To line manage SCM supervisor as per British Council guidelines as outlined in Essential HR and Performance Management Standards with deliverables, performance reviews and year end evaluation are completed on time and line managers are supported and feedback provided to them on a regular basis.
- To engage with the performance management programme and to participate in projects as agreed in Performance Agreement.
- To review SCM team rota and monitor leave plans to meet operational needs.
- To assess and communicate recruitment needs and proactively participate in recruitment exercises.

Other Duties:

- Any other teaching centre and SCM related duties as assigned by the Line Manager from time to time.

Key Relationships:

External: customers, young learner students, adult students, parents. OPEC, Immigration, Labour Office

Internal: Director of English Language Services (DELS), SCM team, Academic team, Marketing team, Facilities, Finance, IT and HR.

Role Requirements:

Threshold requirements:

Assessment stage

Passport requirements/ Right to work in country	You must have the right to live and work in the country in which the role is based.	Shortlisting
Direct contact or managing staff working with children	Police checks, pre-employment medical check up	N/A
Notes		
Person Specification:		Assessment stage
Language requirements (DELETE IF NOT APPROPRIATE)		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Excellent written and oral communication skills in English and be fluent in Thai 		Shortlisting
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Undergraduate degree 		Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Minimum 5 years managerial experience in leading a B2C sales team, preferably in the education service industry	Experience in delivering sales and customer management related training	Shortlisting
Customer management experience, including complaint handling.	Experience in managing branch operations, preferably with an educational institute	
Role Specific Skills (if any)		Assessment Stage
<p>Excellent sales technique (able to drive the team to meet and exceed targets)</p> <p>Excellent interpersonal skills</p> <p>Excellent customer care skills</p> <p>Analytical skills</p> <p>Competent IT skills</p>		Shortlisting AND Interview
British Council Core Skills		Assessment Stage
<ul style="list-style-type: none"> Communicating and Influencing (Level 2): Relates communications to circumstances <i>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.</i> Managing people (Level 2) Managing Finance & Resources (Level 2): Uses financial systems and processes <i>Uses corporate financial systems and processes appropriately as part of the job and on behalf of a team.</i> 		Shortlisting AND Interview

<ul style="list-style-type: none"> • Managing risk (Level 1) • Commercial and business development (Level 2) • Analyzing data and problems (Level 1): Is systematic 	
British Council Behaviours	Assessment Stage
<p>Making it happen Challenging myself and others to deliver and measure better results (more demanding)</p> <p>Being accountable Putting the needs of the team or British Council ahead of my own (more demanding)</p> <p>Creating shared purpose Creating energy and clarity so that people want to work purposefully together (essential)</p> <p>Connecting with others (essential)</p> <p>Working together (essential)</p> <p>Shaping the future Exploring ways in which we can add more value (desirable)</p>	<p>(Interview)</p>
Prepared by:	Date:
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