

Role Title

Ref no- 18/10/259

Head of Marketing

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Full time	F/7	Dhaka	Indefinite	Director Marketing

Role purpose

To ensure that the Cultural Centre and Library offers, Examinations services, and Teaching business elevates its presence in Bangladesh through professional marketing expertise so as to build and enhance our insight led business strategy; develop campaigns to meet the targets and ensure our brand and profile is understood and expanded in all our relationships.

To lead the development of a marketing strategy and its execution through campaigns, with the most optimal contact point strategy both online and offline. To identify the target audiences and various stakeholder groups, select appropriate communications channels, and manage the delivery of engaging content. To ensure that both online and offline marketing initiatives are measured, so their success can be analysed. To ensure that customers are put at the center of delivering focused products and services at the right time, in the right place and in the most appropriate way.

The efforts of this role will reinforce our position as a cultural relations organisation with high quality products, services and events that positively change lives.

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.

British Council in South Asia Region

South Asia, with a population of around 1.8 billion people, is one of the most diverse and dynamic parts of the world and is characterized by continuing economic growth. We have operations in high-growth developing economies of India, Pakistan, Bangladesh, Sri Lanka, Nepal, and Afghanistan.

Our operational model is to lead surplus generating business in English and our multi-million pounds Exams services and growing self-sustaining and partnership-driven programmes in Education, Society and Arts fields. We are increasingly focused on generating maximum impact with our audiences with minimum draw on UK government funds. Increasingly, we are working across countries and business fields, to maximise impact and the return on investment.

Function overview:

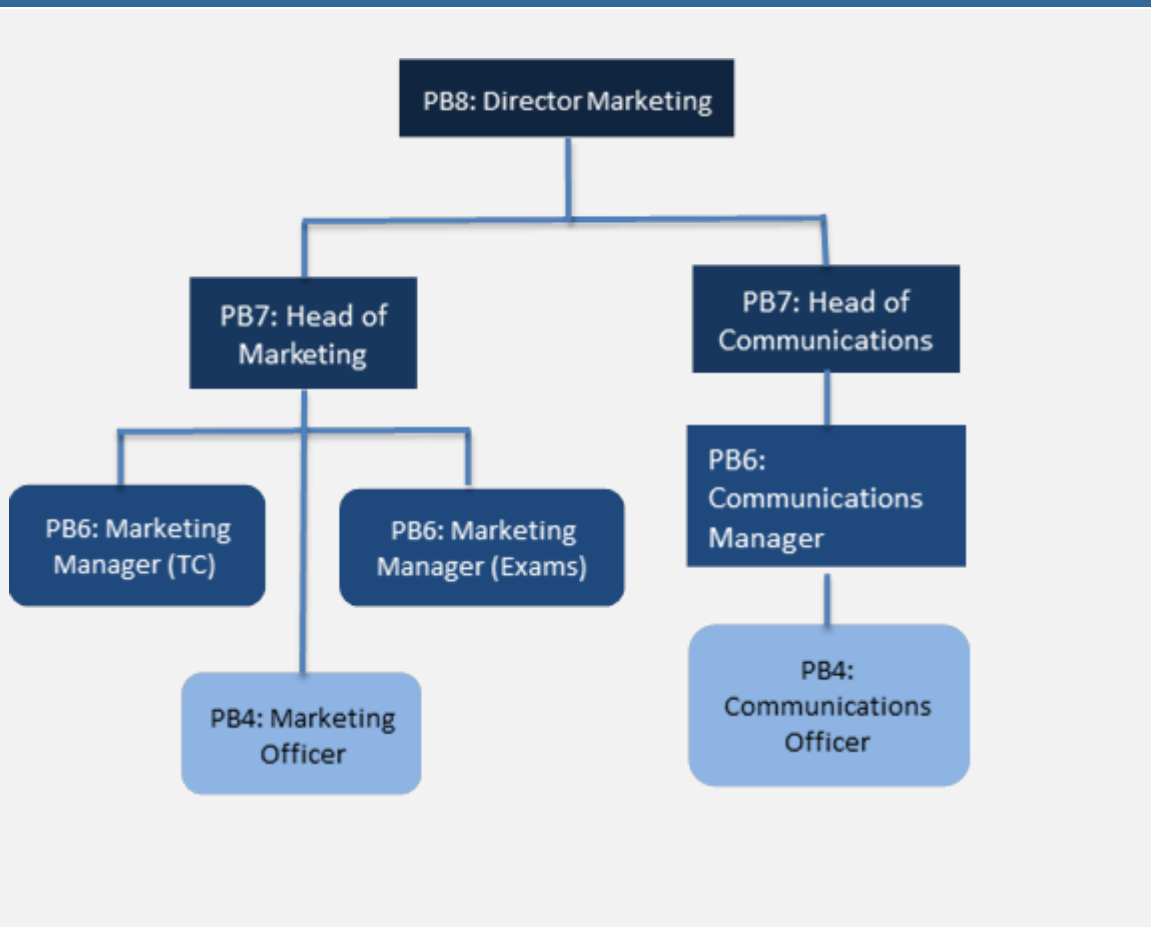
Marketing at the British Council is a strategic function which drives awareness, understanding and engagement with us across our diverse audiences. We use insight, knowledge and analysis of our market and our customers to engage them with the British Council's international cultural relations mission, 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 legacy – the library, has now been transformed into a cultural convening space. Members and visitors can use the space for various purposes including reading books, preparing for exams, watching movies, enjoying cultural performances, listening to audio books, playing games, hanging out with friends, strolling in an outdoor exhibition and many more. Members can also access the newly launched digital library offers from the comfort of their homes.

Our Examinations services, being one of the world's top markets for IELTS, and one of the biggest market for UK qualifications (GCSE, GCE), delivering hundreds of thousands of exams annually for a range of customers. On the other hand, our English Teaching business is one of the fastest growing in the region. We offer various levels of courses for different age groups to meet the diverse needs of our customers.

Marketing is a pivotal role here, dealing with variety of internal and external stakeholders at a local, regional and global level.

Organogram



Main opportunities/challenges for this role:

- Leading marketing strategy, planning and execution for the country, ensuring that it drives and supports the regional and global strategic objectives for the British Council in a flexible, cost-effective way
- Developing a culture of customer-focused information gathering and including market insight requirements in strategy and planning. Better understanding competitors' products, services and strategies as well as motivations of our customers, to draw clear differentiation with our own offers
- Leading the development and execution of content marketing strategy for Strategic Business Units (SBUs), agreeing the delivery mechanisms, budgets and resources with regional marketing team and overseeing delivery to plan
- Ensuring effective, integrated and joined up delivery of country marketing activity to maximise impact and share of voice in the market place

Main Accountabilities:

Country marketing strategy, performance monitoring and reporting

- Leads the development and execution of the country marketing strategy and plans, ensuring alignment to the regional and global marketing strategy. This includes audience analysis, persona development, market segmentation, identifying priority target markets, identifying appropriate channels (online and offline), and designing and delivering cost effective promotional campaigns
- Designs market intervention plans and ensures that marketing budgets are set according to impact and growth targets. Challenges budgets to ensure the correct resources are available to deliver agreed marketing objectives. Evaluates value for money and return on investment for various marketing activities. Proactively monitors and reports on agreed marketing KPIs to help inform decisions about investments
- Leads on collecting market insight and establishes a culture of data driven decision making for businesses planning and market acquisition and retention strategy.
- Leads the development of a promotional strategy for Cultural Center and Library maximizing the value of our offer including programmes, products, services, and events portfolio in line with overall British Council strategy.
- Promotes the British Council's mobile products by integrating mobile marketing plans to overall marketing strategy to help deliver against annual business targets aligning with GDPR regulations. Ensure email marketing campaigns are integrated into the online and offline marketing plans.
- Creates an environment in which the value of online platforms and digital marketing is measured, and where the impact on return on investment, short-term and long-term business success is monitored, evaluated and acted upon to improve effectiveness.
- Tracks performance of digital marketing campaigns using analytics tools. Explores what works best and which digital channels deliver the higher business output and ensures testing via A/B and Multivariate is part of the measuring process. Build and set up automated and tailored web, search and social media analytics reports for the senior leadership team to inform business goals tracking.
- Ensures the British Council brand is integral to all we do. Advocates the benefits and commercial power of consistency and on brand visual style, messaging and tone of voice to maximise our brand value. Ensure compliance to the brand guidelines for Teaching Centre, Examinations Services, and Cultural Centre operations.
- Acts as a champion for marketing throughout the organisation. Focuses on long-term benefits, rather than tactical or short-term methods of increasing revenue. Identifies opportunities for cross-SBU collaboration for higher results and greater impact.
- Ensure all duties are delivered in line with the British Council's policy on Child Protection and Equal Opportunity and Diversity, and these is taken into account when planning and delivering activity
- Contribute and monitor to implement practical elements of Child safe action plan for Marketing and Communication team and the allocation of funding/resources towards the Child Protection safeguarding agenda if required.

Consultancy, analysis and problem-solving

- Applies professional marketing expertise to develop and enhance marketing strategies, plans and approaches based on insights and market intelligence
- Applies core technical and professional knowledge to identify and assess current state of Bangladesh portfolio marketing, suggests opportunities for improvement and design and supports the development of new or improved practice to drive business growth and reduce duplication of activities and expenditure
- Provides advice and support to country business leads on market costs for external marketing and communications, insight and analytics, and market research agency support, and expertise on managing the briefs and the relationships with vendors and suppliers
- Presents information clearly as needed, tailors the presentation of findings to meet the differing needs of the senior marketing colleagues and or internal stakeholders

Internal customer focus

- Builds an in-depth understanding of the operational context, opportunities and challenges for marketing functions and team
- Makes appropriate linkages to issues to help ensure that the development of country marketing strategies and plans is based on informed business insight and joined-up thinking
- Proactively seeks internal customer and other stakeholder feedback to monitor satisfaction with the provision of marketing services for the country and specialist advice and support provided enabling improvements to be made where issues are identified.

Service improvement

- Supports the implementation of approaches and/or techniques which enhance efficiency and wider business impact, ensuring alignment across the country and to the regional marketing strategy
- Leads and drives a clear focus on audiences and market segmentation for the country
- Explains to colleagues within the country the need for compliance with agreed marketing policies and processes and produces reports at country level to demonstrate compliance as needed

Research and insight

- Ensure information about the country and its markets is available to support country plans and strategies and inform regional and SBU decision making
- Be a champion locally of customer led planning and decision making
- Help staff to ensure effectiveness and performance metrics are collected and understood. Working with Evaluation managers and Finance teams to support this

Strategy and planning

- Own and be responsible for all operational marketing plans and their implementation
- Responsible for undertaking and maintaining market audits to inform decision making
- Forecast sales and set objectives and identify the activity and resources needed to deliver these
- Communicate the brand and strategy to key stakeholders, including briefs for marketing communications to external agencies
- Take responsibility for promoting the role of marketing and the value of customer led planning amongst colleagues
- Take positive steps to ensure insights and understanding of various markets increases over time.

Internal and external stakeholder management

- Proactively participates in the Marketing Community of Practice and network of marketing professionals developing good working relationships with marketing colleagues across the organisation and the business and operational teams
- Develops peer/personal networks within and outside Marketing to enhance own knowledge and expertise

- Proactively builds and maintains excellent relationships with internal partners and stakeholders to ensure integrated, joined up and future-proofed approaches and solutions

Commercial and financial management

- Using agreed corporate systems and processes, plans and manages the budget for the country marketing plans and programmes
- Conducts monthly and year-end reporting on progress against plan and deliverables, budget, and management of issues and risks
- Shows an understanding of value for money/cost effectiveness in the advice, recommendations and service support provided to colleagues in the business teams supporting them to achieve the best results from their projects, products and services.

Leadership and management

- Builds and leads a team of marketing professionals within country
- Plans and prioritizes team and own work activities to ensure effective delivery of diverse responsibilities and deliverables over a quarterly to annual time horizon
- Determines work plans and coordinates input from others (who may be outside the direct management line) to meet specific objectives

Key Relationships:

Internal

- Country Directorate
- Country Senior Leadership Team
- Country Marketing Team
- Country Portfolio Leads (Exams, Teaching, Cultural Centre and Library)
- Regional Marketing and Analytics Managers
- Director of Marketing Operations (Centre of Excellence)
- Global Marketing team leads
- Global Brand and Corporate Events team
- Marketing Community of Practice advocates and members

External

- Vendors / suppliers/ agencies
- Partners and sponsors
- Other relevant stakeholders

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Bangladeshi passport holder or legally entitled to work in Bangladesh.	Shortlisting
Direct contact or managing staff working with children?	Yes	N/a
Notes	Occasional national and international travel and unsocial/evening hours working. ID, local/international police record check, qualification and reference checks are required for external candidates. 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.	
Person Specification:		Assessment stage
Language requirements		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Good spoken and written English 	English at IELTS 7.5 level	Shortlisting
Qualifications		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ At least bachelor's degree in Marketing or Business 	MBA, Masters in Marketing/ Business Professional qualification in digital marketing or digital media.	Shortlisting
Role Specific Knowledge and Experience		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> • Overall seven years of experience with at least three years' in a similar role. • Understanding potential markets/customers • Experience in a marketing lead role in areas of integrated marketing communications, branding, digital and PR • Extensive experience in promotional campaign management, offline and online, from content to execution and analytics • Sound track record within brand management and achieving brand volume targets while increasing brand equity • Marketing performance monitoring and evaluation, measuring against specific KPIs • Budget management • Ability to work in a way that promotes the safety and wellbeing of children. • Experience of working with children. 	<ul style="list-style-type: none"> • Five years' experience in a marketing lead position at an international organisation • Led a marketing team in a global organization • Proficient in digital marketing and social media communications • Hands on experience in SEO and SEM • Understanding of Educational and Assessment sector • Understanding of cultural centres and public engagement events and activities 	Shortlisting and/or interview

Role Specific Skills	
<p>Essential CIM Marketing Competencies</p> <p>Insights (Level 4)</p> <ul style="list-style-type: none"> • Obtains information about markets: Manages information related projects and the MkIS • Analyses information for insights: Analyses and presents information to generate insights that assist in the achievement of marketing goals <p>Integrated marketing communications (Level 4)</p> <ul style="list-style-type: none"> • Develops integrated marketing communications: Creates integrated marketing communications plans using both physical and digital tools • Delivers integrated marketing communications: Implements integrated marketing communications plans using both physical and digital tools <p>Partnership marketing (Level 4)</p> <ul style="list-style-type: none"> • Develops channel to market/partnership marketing plans: Reviews, establishes and develops channel/partnership marketing strategies to meet customer needs and achieve business goals • Delivers the channel to market/partnership marketing offer: Manages and monitors the implementation of channel and/or partnership marketing plans to meet the needs of customers, channel partners and the organisation <p>Monitoring and measuring effectiveness (Level 4)</p> <ul style="list-style-type: none"> • Measures the effectiveness of marketing activities: Defines appropriate measurements for the plan and monitor their use • Uses analytics to explain the success or failure of marketing activities: Evaluates activities and recommend improvements using measurement data and analytics • Monitors digital and social reputation: Develops and manages the implementation of a social media monitoring plan to manage social reputation 	<p>Assessment Stage</p> <p>Shortlisting and/or Interview</p>
British Council Core Skills	Assessment Stage
<p>Communicating and influencing - level 3 Creative and adaptable in communications: Able to use a range of non-standard and creative approaches to inform, and persuade others, extending beyond logical argument to influence decisions and actions in a way which is inclusive and engaging.</p> <p>Managing projects - level 3 Leads smaller projects: Analyses requirements with the sponsor/stakeholders, defining the specification, planning, revising, implementing and evaluating on small-to-medium scale and/or low risk projects.</p> <p>Planning and organising - 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.</p>	<p>Shortlisting and/or Interview</p>

Analyzing data and problems - level 3

Analyses patterns: Seeks out and examines a range of information to identify patterns, trends and options, to solve multifaceted and complex problems.

Managing finance and resources - level 3

Supports budget management: Monitors and controls an agreed budget within a defined area, producing reports and analyses and contributing to planning.

Using technology - level 3

Identifies improvements: Identifies where new or improved technology could benefit business efficiency, the customer experience or market opportunities and makes evidence-based recommendations.

Managing people - level 3

Manages a team: Provides full line management to a team where all members are working in a similar area of expertise or business. Scope includes planning, setting objectives, role modeling an inclusive culture, recruitment, development and performance management.

British Council Behaviours

Assessment Stage

The following behaviours will be assessed during the interview:

Shortlisting and/or Interview

Making it Happen – More demanding level

Challenging myself and others to deliver and measure better results

Being Accountable – More demanding level

Putting the needs of the team or British Council ahead of my own

Creating Shared Purpose – More demanding level

Creating energy and clarity so that people want to work purposefully together

The following behaviours will be assessed during performance evaluation:

Shaping the Future – More demanding level

Exploring ways in which we can add more value

Connecting with Others – More demanding level

Actively appreciating the needs and concerns of myself and others

Working Together – More demanding level

Ensuring that others benefit as well as me

Prepared by:

Date:

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