

Role Title

Ref no- 18/04/251

Head, Business Development

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Full Time	7	Bangladesh	Indefinite	Director, Exams

Role purpose

The purpose of this job is to generate Business Development activities which will increase the volume of Examinations activity in Bangladesh in line with the Country and Regional 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:

Examinations form a critical element of the British Council’s operation in Bangladesh. The Examinations operation is one of the largest in the world offering school, professional and English language examinations, especially IELTS. We work with a range of awarding bodies including Cambridge Assessment International English and Pearson Edexcel, and are in joint ownership of IELTS with Cambridge and IDP

We currently run over 135,000 exams per year, working with a wide range of Awarding Bodies in the UK and delivery partners in Bangladesh. There are about 50 people in the Exams team, mostly based in Dhaka, but in also in Sylhet and Chittagong. Many more invigilation and test day staff are employed to manage each ‘examination day’

Main opportunities/challenges for this role:

- Improve market share compared to our principal IELTS competitor
- Improve market share compared to other products in the English for Higher Education & Migration sector
- Manage relationships to support the continued growth of a huge Schools portfolio

- Develop and expand business of British Council Tests (Aptis)
- Collaborate with Marketing team to maximise revenue growth from use of Digital and other appropriate team
- Having sufficient flexibility to work with the institutional hurdles of a large global organisation

Main Accountabilities:

1. To generate and implement strategic and tactical business development initiatives across the British Council's Examinations portfolio in Bangladesh
2. To deliver targets against the annual business plan which are expected to:
 - a. Increase IELTS sales volumes and market share
 - b. Increase sales of Aptis tests
 - c. Increase the volume of sales of professional and educational exam products
 - d. Ensure the Schools portfolio at least follows anticipated market trends
3. To monitor performance against these targets and ensure that the success or otherwise of specific business development initiatives is analysed and measured
4. To provide Leadership and Line Management of the Business Development function of the Examinations Team
5. To work in close cooperation with the Marketing Team to:
 - a. Generate Campaigns and tactics to achieve these business targets
 - b. Implement regional and global marketing campaigns, especially for IELTS
6. To manage the annual Examinations marketing budget
7. With Director Examinations, to manage key customer account relationships with partners across the portfolio including:
 - a. IELTS associate centres and Independent registration centres
 - b. Key Private and Public Sector clients and Institutions, and Professional Bodies eg ACCA
 - c. Schools Principals and Chairmen/women
 - d. Exams Boards and Awarding Bodies
8. To co-ordinate with:
 - a. Director Operations and Operations Team to ensure operations and business-development centred approach to the same customers are seamless
 - b. Directorate colleagues, especially Deputy Director to ensure a cross-functional approach to account relationships
 - c. Centre leads in Sylhet and Chittagong to ensure an appropriate approach to business development for the different geographies

Key Relationships:

Internal

- *Director Examinations*
- *Exams Business Development function, Exams Centre managers in Sylhet and Chittagong*
- *Country Director and Senior Leadership Team*
- *Exams Marketing Manager, and Marketing Team*
- *Exams Operations Team*

External

- Awarding Bodies and Partner – Cambridge, Edexcel, ACCA, IDP
- IELTS registration centres and associates
- School Principals and Chairpeople
- Trade Associations and Corporate Clients

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	Shortlisting / Interview
Notes	ID, local/international police record check, qualification and reference checks are required for external candidates.	
Person Specification:		Assessment stage
Language requirements		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Spoken and Written English at B2 level or above 	Spoken Bangla at B2 level or above	Shortlisting
Qualifications		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ University Degree 	Professional Marketing Qualification	Shortlisting
Role Specific Knowledge & Experience		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<p>Customer Relationship Management:</p> <ul style="list-style-type: none"> • Experience of maintaining relationships with different types of customers • Experience of delivering business benefits to customers <p>At least five years' work experience in business development including two years in a similar role.</p>	<p>Exams Context</p> <ul style="list-style-type: none"> • Knowledge of typical examinations and why people take them • Awareness of who delivers these products • Some insight into factors affecting the market 	Shortlisting and/or interview
<p>Child Protection:</p> <ul style="list-style-type: none"> • Ability to work in a way that promotes the safety and wellbeing of children. 		
Role Specific Skills		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Business Analysis skills in relation to	Finance:	Shortlisting and/or

markets and stakeholders: <ul style="list-style-type: none"> • PESTLE and SWOT analysis or other tools • Stakeholder mapping and analysis 	Evidence of having managing budgets, planning and costing business activities	Interview
British Council Core Skills		Assessment Stage
Business Development Level 4: Leads business development Able to plan and deliver business development activities for a major and/or new market category which is significant for the British Council.		<i>Shortlisting and/or Interview</i>
Managing Accounts and Partnerships Level 3: Builds account teams Identifies and deploys teams of British Council staff whose attributes match the stakeholder/customer/partner's needs, and adapting proposals to accommodate the needs of the other party.		<i>Shortlisting and/or Interview</i>
Communicating and Influencing Level 3: Is 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		<i>Shortlisting and/or Interview</i>
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.		<i>Shortlisting and/or Interview</i>
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.		<i>Shortlisting and/or Interview</i>
British Council Behaviours		Assessment Stage
Making it Happen – Most Demanding Achieving stretching results when faced by change, uncertainty or major obstacles		<i>Shortlisting and/or Interview</i>
Shaping the Future – More Demanding Exploring ways in which we can add more value		<i>Shortlisting and/or Interview</i>
Working Together – More Demanding Ensuring that others benefit as well as me		<i>Shortlisting and/or Interview</i>
Prepared by:	Date:	
Sebastian Pearce, Director Examinations Bangladesh	21/03/18	

“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”