

Role Title

Head of Marketing (Non-Exams) - NAT/M/065/1819

Role Information

Salary	Pay Band	Location	Duration	Reports to:
240,000/-	F/7	Flexible – can be based in Karachi/Lahore/Islamabad	Indefinite	Director Marketing

Role purpose

To ensure that the British Council IES, English and Libraries businesses elevate their presence in Pakistan through professional marketing expertise 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 ensure that customers (people whom we engage with internally or externally e.g. colleagues, clients etc.) 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. Responsible for providing strategic leadership for the development of a marketing strategy and its execution through campaigns, with the most optimal contact point strategy both online and offline.

About us

The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide.

The British Council has many stakeholders from UK as well as Pakistani Government, cultural and educational institutions, funders, partners as well as participants in and users of its services. All of these stakeholders need to be engaged in the British Council's mission, strategy and programs in a clear and persuasive way.

The British Council's status as a public body and the UK's largest charity demands a highly professional and proactive Marketing function. The British Council is constantly evolving in response to a changing world and the international priorities of the UK. It also refreshes its approach to respond to the changing wants and needs of young people worldwide and new ways for the Council to connect and engage with its stake holders within Pakistan with content, learning and communities of interest both digitally and face-to-face.

The British Council has been working with the people, institutions and Governments of Pakistan for over 70 years. Today we are active in more than 30 cities across the country and have reopened our libraries in Lahore and Karachi. This means we connect more than 5 million people a year to the UK's expertise and ideas in education and culture, with our digital library walls available across the country. With more than two million young people entering the job market each year in Pakistan, there is a critical need to invest in and develop human capital resource that is fully prepared to take on the challenges of a fast-evolving global economy. There is huge scope to influence policy development, to broker trans-national education partnerships and to deliver high quality education and English language services.

Geopolitical/SBU/Function overview:

The British Council has many stakeholders from UK as well as Pakistani Government, cultural and educational institutions, funders, partners as well as participants in and users of its services. All of these stakeholders need to be engaged in the British Council's mission, strategy and programs in a clear and persuasive way. Pakistan is one of South Asia's key locations for British Council and within this, Marketing plays a pivotal role here, dealing with both internal and external stakeholders at a local, regional and global level.

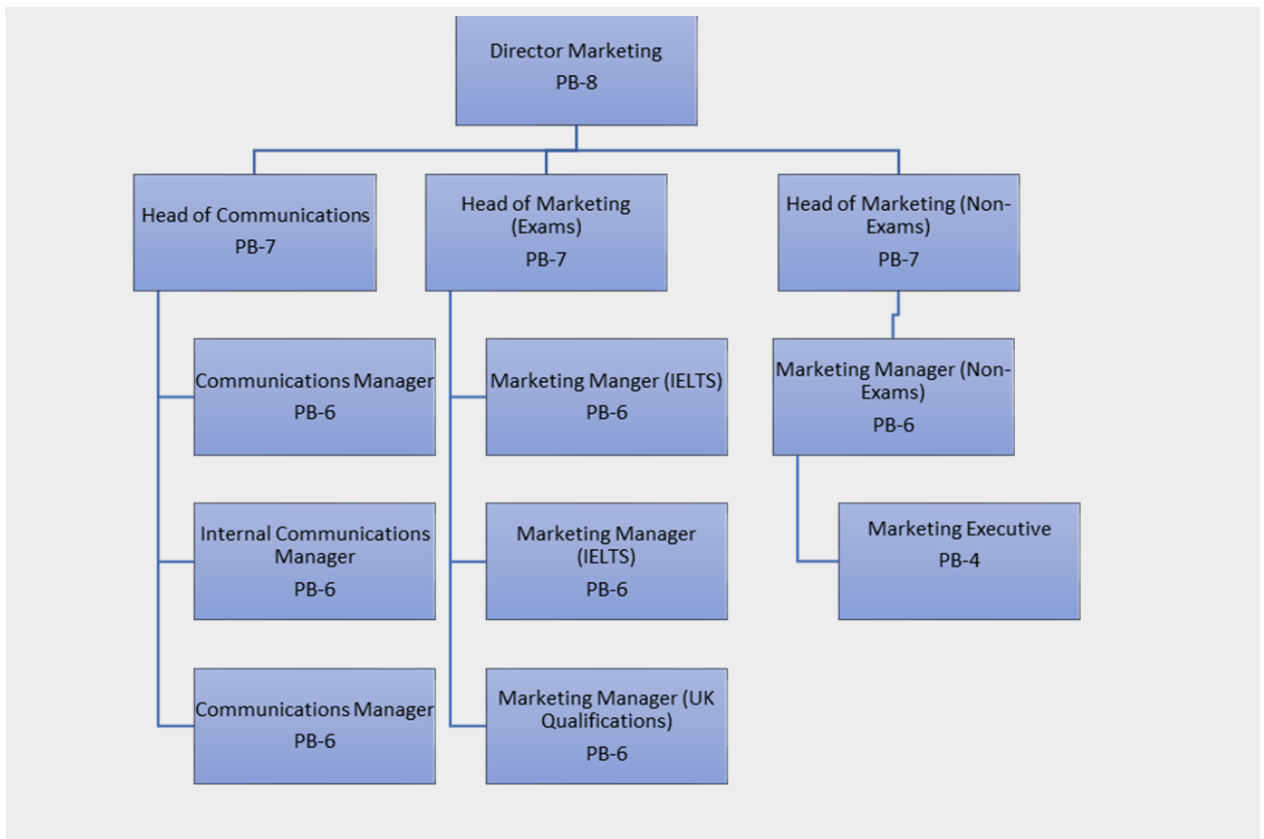
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Marketing at the British Council is a strategic function which drives awareness, understanding and engagement across our diverse audiences. We use insight, knowledge and analysis of our market and our customers to engage them with the British Council's 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. The Head of Marketing will report to the Director Marketing. The post holder is expected to lead the development, implementation, monitoring and evaluation of marketing strategy for key business areas of IES, English and Libraries in Pakistan and ensure it meets the required cultural relations, business and operational objectives as set out in the Country plan.

Main opportunities/challenges for this role:

- Lead the British Council's IES, English and Libraries businesses to become more market-facing and audience-led while basing strategic and operational decision-making on robust market and customer insight that enhances our impact, market share, income and profitability objectives as defined by Business unit strategies.
- Working with the research unit to identify audiences for each of the businesses and ensure our brand and profile is understood and expanded in all our relationships and marketing activity
- Input into any product development/growth strategies with relevant Strategic Business Unit teams, including but not limited to growing the Study UK brand, English B2B/B2C programs and scaling up the Physical library memberships and the Digital Library offer
- Work collaboratively with business leads and Area marketing teams to set, agree and monitor targets.
- Deliver long-term sustainable growth for the returns on marketing campaign spend and with increasing levels of accountability.

Organogram



Main Accountabilities:

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
- Identifying better ways of doing things and making recommendations for wider improvements to specialist systems, practices and procedures

STRATEGY & PLANNING

- Own and be responsible for the operational marketing plan and its 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 communications
- 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 this market increases over time.

COMMUNICATION PLANNING AND MANAGEMENT

- Work with the brand team and local managers to agree the brand objectives for this business and provide umbrella strategies for British Council's profile in the Region and its key markets
- To use centrally generated campaigns and activity to generate communications calendar and ensure communications activities are integrated
- Develop a media strategy that maximizes the value for money deciding the frequency of exposure
- Prepare an integrated media (Digital/mobile and traditional) plan in line with an agreed media strategy

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 & operational teams across the cluster they support.
- 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 & FINANCIAL MANAGEMENT

- Using agreed corporate systems and processes, plans and manages the budget for the country they support about 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 they provide to colleagues in the business teams supporting them to achieve the best results from their projects, products and services.

LEADERSHIP & MANAGEMENT

- 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

Regional Marketing team; Country Marketing team and SBU leads. Market Research and Evaluation Managers

External

Marketing & Communication Agencies – Creative and Digital
Senior marketing and communications staff representing key stakeholders in prominent business partners and other selected international partners.

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Yes	Shortlisting
Direct contact or managing staff working with children?	No The British Council takes the welfare and safety of children very seriously and as such your behavior is expected to be in line with British Council's Child Protection Policy and Code of Conduct. Irrespective of your individual role, you will have the responsibility for safeguarding and promoting the welfare of children and supporting the implementation of the Policy.	N/a
Notes		
Person Specification:		Assessment stage

Language requirements (DELETE IF NOT APPROPRIATE)		
<i>Essential</i>	<i>Desirable</i>	Assessment Stage
<ul style="list-style-type: none"> Good spoken and written English 	English at IELTS 7.5	Shortlisting
Qualifications		
<i>Essential</i>	<i>Desirable</i>	Assessment Stage
<ul style="list-style-type: none"> At least 16 years of Education 	MBA, Masters in Marketing/Business	Shortlisting
Role Specific Knowledge & Experience		
<i>Essential</i>	<i>Desirable</i>	Assessment Stage
<ul style="list-style-type: none"> Understanding Potential Markets/Customers Brand Strategy and Campaign Planning +Execution Monitoring & Evaluation Digital Campaigns, from Content to Execution and Analytics/Monitoring Sound track record within brand management and achieving brand volume targets while increasing brand equity Extensive experience in campaign management, offline and online, against specific KPIs Budget Management 	<ul style="list-style-type: none"> Overall 7 years of experience with at least 3 years' experience in a managerial role, preferably brand management Breadth of Knowledge of British Council products, services and strategy 	Shortlisting and/or interview
Role Specific Skills		
<i>Essential</i>	<i>Desirable</i>	Assessment Stage
<p><u>Team Management (3 years)</u> <i>Experience in managing a small team.</i></p> <p><u>Communications Skills</u> <i>Excellent written and spoken communication skills in English and Urdu</i></p> <p><u>Computer Skills</u> <i>Proficient in MS Word, Excel and PowerPoint and other soft wares</i></p>		Shortlisting and/or Interview
British Council Core Skills		Assessment Stage
<p>Managing Projects level 3</p> <p>Communicating and Influencing level 4</p> <p>Analyzing Data and Problems level 3</p> <p>Managing People level 3</p> <p><u>Manage Finance and Resources level 3</u></p>		Shortlisting and/or Interview

British Council Behaviours	Assessment Stage
<p>The following behaviors will be assessed during the interview: Making it Happen – <i>More demanding level</i> Being Accountable – <i>More demanding level</i> Creating Shared Purpose – <i>More demanding level</i></p> <p>The following behaviors will be assessed during shortlisting: Shaping the Future – <i>More demanding level</i> Connecting With Others – <i>More demanding level</i> Working Together- <i>More demanding level</i></p>	<i>Shortlisting and/or Interview</i>
Prepared by:	Date:
Beenish Pervaiz Director Marketing	October 3, 2018

Appendix A – Operating Context (use for senior management & 8/E & some 7/F)

Operating Context	
Financial Snapshot	
Stakeholder will be responsible for managing a marketing budget of GBP 300,000 across various programs	
Internal operating context	
Corporate Marketing for IES, English, Libraries Regional Pakistan- South Asia	
Total number of staff <u>directly line managed by this role</u>	