

Role Title

Marketing Executive – Ref # NAT/M/067/1819

Role Information

Salary	Pay Band	Location	Duration	Reports to
62,000/-	H / 4	Flexible – can be based in Karachi/Lahore/Islamabad	Indefinite	Marketing Manager (Non-Exams)

Role purpose

The overall purpose of this role is to support the Marketing Manager in the execution of the marketing plans for Pakistan's IES, English and Library businesses. We are looking for Marketing Executive working together with the Head of Marketing and Marketing Manager to assist in the implementation of marketing campaigns and add value to marketing campaign performances by suggesting ideas for process improvement.

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.

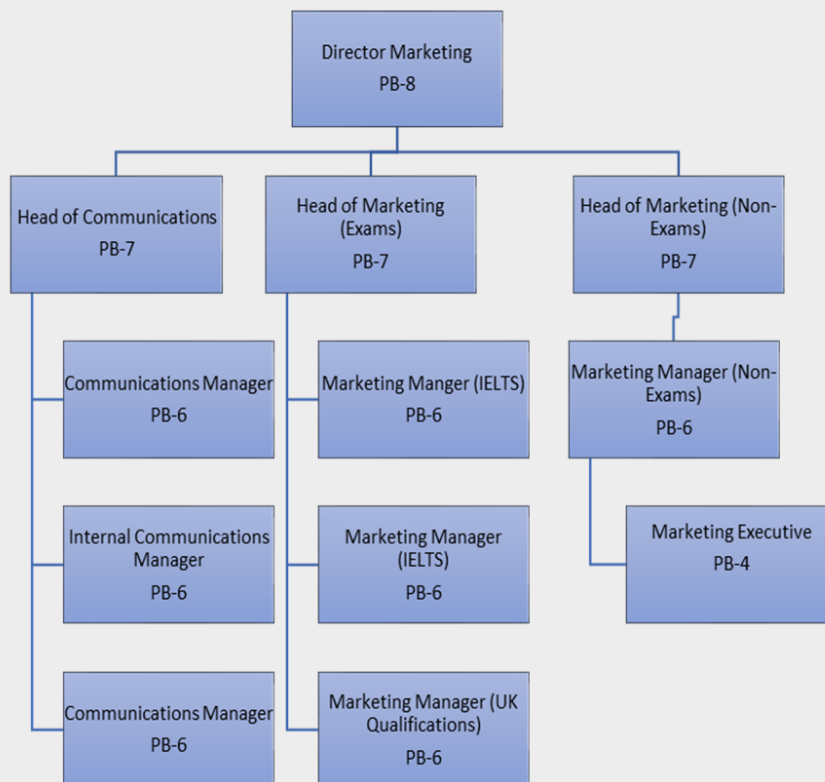
The British Council has been working with the people, institutions and Governments of Pakistan for over 70 years. Today we are active in more than 30 cities across the country and have reopened our libraries in Lahore and Karachi. This means we connect more than 5 million people a year to the UK's expertise 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.



Main Accountabilities:

Specific Accountabilities

- Assist the Marketing Manager with the maintenance of daily marketing operations and administration
- Support Marketing manager in the development of market plans
- Support to update/renew digital content regularly on the corporate site and on social media channels)
- Provide support on the website, other digital platform routine update, and coordinate with relevant stakeholders
- Under supervision and guideline, gather required market information and relevant data on the target audiences, key competitors and market
- Ensure all the quality review of online/offline communication tools from external agencies are received
- Collect and collate data on the performance of communication activities and campaigns
- Assist with daily, weekly and monthly data collection based on marketing team requirement
- Systematic filing and archiving of marketing relevant documents
- Communication with external/internal contacts for logistics arrangement
- Deal with internal/external contacts and supply them with promotional materials when needed

Consultancy, analysis & problem-solving

- Presents information clearly supported as needed from the senior marketing team to tailor the presentation of findings to meet the differing needs of stakeholders in the country.

Internal customer focus

- Proactively seeks internal customer and other stakeholder feedback to monitor satisfaction with the provision of marketing services for the country and specialist advice & support provided, enabling improvements to be made where issues are identified.

Commercial & financial management

- 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.

Relationship & stakeholder management

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

Leadership & management

- Shares intelligence, experience and ideas to support senior managers in marketing in identifying/developing new ways in which marketing could positively impact upon the British Council's operational efficiency and effectiveness.

Key Relationships:

Internal

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

External

Marketing & Communication Agencies – Creative and Digital
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	You must have the right to live and work in the country in which the role is based.	<i>Shortlisting</i>
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	Occasional national and international travel and unsocial/evening hours working	
Person Specification:		Assessment stage
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
At least 16 years of Education	MBA, Masters in Marketing/Business	Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Experience of working with a marketing and communication department Demonstrable experience in working with external suppliers	Work experience in an advertising agency for 1 year or above Experience of working with children Experience of safe planning, organisation and delivery of activities for children	Shortlisting
Role Specific Skills (if any)		Assessment Stage
Basic online/offline marketing skills (Facebook, Google) Computer skills (Office, Photoshop, Illustrator) Attention to detail CIM Marketing Competencies		Shortlisting AND Interview

<p>Strategy (Level 1) Supports information gathering as part of the strategy process Contributes information to marketing and campaigns plans</p> <p>Insights (Level 2) Analyses and presents information from research and customer feedback as insights</p> <p>Integrated marketing communications (Level 1) Assists with the development of marketing communications activities</p> <p>Digital Capability (Level 2) Assists with the implementation of digitally enhanced marketing activities</p> <p>Channel to Market (Level 2) Supports the implementation of channel / partnership marketing activities</p>	
British Council Core Skills	Assessment Stage
<p>Managing projects (Level 2) Analyses project data: Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p>Communicating and influencing (Level 2) Relates communications to circumstances: 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>Planning and organizing (Level 2) Plans ahead: Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p> <p>Using technology (Level 2) Operates as an advanced user: Works as an advanced practitioner in the use of office software and/or British Council standard and social media platforms and trains or coaches others in their use.</p>	<i>Shortlisting AND Interview</i>
British Council Behaviours	Assessment Stage
<p>Making it happen (Essential) Delivering clear results for the British Council</p> <p>Working together (Essential) Establishing a genuinely common goal with others</p> <ul style="list-style-type: none"> ▪ Being accountable (Essential) Delivering my best work in order to meet my commitments <p>Please note: the other behaviours below will not be assessed at</p>	Interview

<p>interview. However, all behaviours will be used for performance management purposes</p> <ul style="list-style-type: none">▪ Creating Shared Purpose (Essential): Communicating an engaging picture of how we can work together▪ Connecting with Others (Essential): Making regular opportunities to understand others better▪ Shaping the Future (Essential): Looking for ways in which we can do things better	
Prepared by: Beenish Pervaiz	Date: October 3, 2018