

## Role Title

Marketing Manager (Non-Exams) – Ref # NAT/M/066/1819

## Role Information

| Salary    | Pay Band | Location  | Duration            | Reports to:                   |
|-----------|----------|---|---------------------|-------------------------------|
| 120,000/- | 6/G      | Flexible – can be based in Karachi/Lahore/Islamabad | Indefinite Contract | Head of Marketing (Non-Exams) |

## Role purpose

To support the Head of Marketing in ensuring that the British Council IES, English and Libraries businesses elevate their presence in Pakistan 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 support the Head of Marketing in ensuring 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 assisting the Head of Marketing in the development of a marketing plan/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.

### 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.

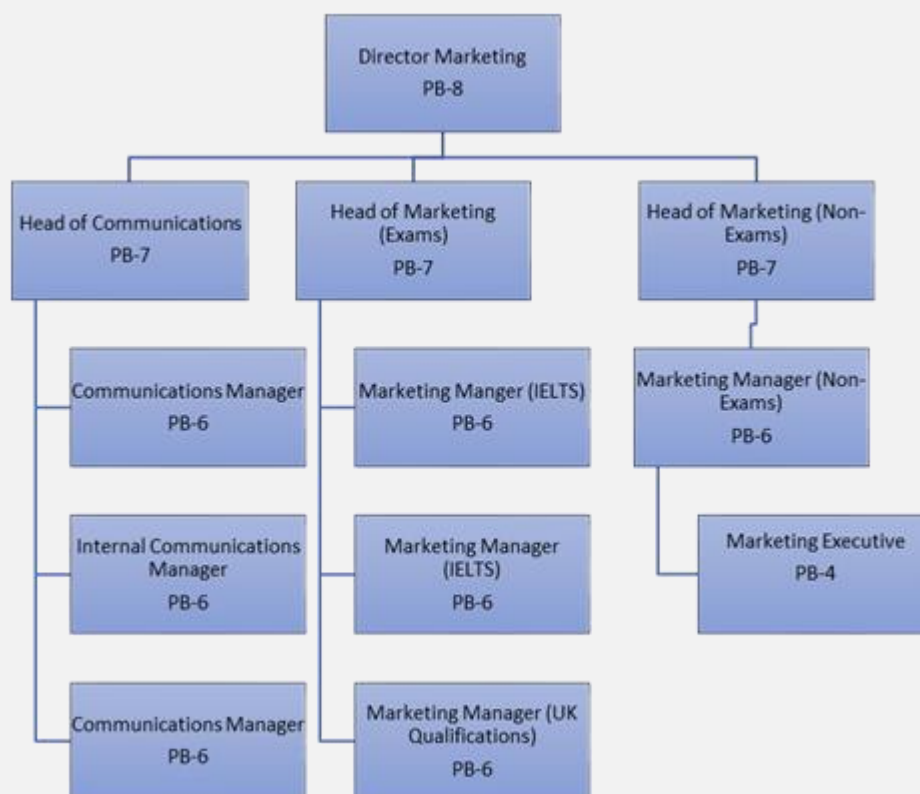
### Main opportunities/challenges for this role:

Implementing Pakistan's marketing strategy, planning and execution for the country, ensuring that it drives and supports the region's strategic objectives for the British Council in a flexible, cost-effective way

Leading the execution of country market strategies for IES (Higher Education), English and Libraries, agreeing the delivery mechanisms, budgets and programmes with cluster/regional marketing and overseeing delivery to plan

Ensuring effective, integrated and joined up delivery of country marketing activity to maximise impact

### Organogram



## Main Accountabilities:

### Country marketing strategy

- To support the Head of Marketing in the implementation of market plans and strategy
- Supports the development and execution of go to market strategy and plans for Education, English and Libraries products across the country, agreeing the programmes, delivery mechanisms, budgets and resources with cluster/regional marketing
- Provides oversight for country communications to internal and external stakeholders
- Use local knowledge to help identify and evaluate useful sources of information
- To maintain customer or competitor analysis.

### Consultancy, analysis & 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 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
- Presents information clearly supported as needed from the senior marketing team to tailor the presentation of findings to meet the differing needs of stakeholders

### Internal customer focus

- Builds an in-depth understanding of the operational context, opportunities and challenges for marketing functions and teams
- 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 & 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 cluster and to the regional marketing strategy
- Leads and drives a clear focus on audiences and market segmentation for the country
- Explains to customers and 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.
- Champions the deployment of the British Council brand architecture, monitors country compliance, and manages interventions to address and resolve reasons for non-compliance

### 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.

### Relationship & 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

#### Leadership & management

- Plans and prioritises own work activities to ensure effective delivery of marketing activities for the country over a quarterly to annual time horizon
- 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.
- Line manages the marketing executive to ensure delivery of targets, motivation and productivity

### Key Relationships:

#### Internal

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<br>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> |
| <ul style="list-style-type: none"> <li>At least 16 years of Education</li> </ul> | MBA, Masters in Marketing/Business   | Shortlisting            |
| Role Specific Knowledge & Experience   |  |                         |

| <i>Minimum / essential</i>   | <i>Desirable</i>   | <i>Assessment Stage</i>           |
|--|--|-----------------------------------|
| <p>Experience in a lead marketing role in areas of integrated marketing communications, branding, digital and PR (atleast 4 years)</p> <p>A proven track record of developing annual integrated marketing plans based on data and market insights</p> <p>Hands on experience in delivering marketing campaigns as well as evaluating the performance of the campaigns and apply learning for refining future campaigns</p> <p>Experience in developing/creating social media content and social media platform management</p> <p>Preparing forecast and monitoring budgets</p> | <p>Experience in a global organization</p> <p>Hands on experience in SEO and SEM</p> | <i>Shortlisting</i>               |
| <b>Role Specific Skills (if any)</b>   |  | <b>Assessment Stage</b>           |
| <p>Marketing Competencies</p> <p><b>Insights (Level 3)</b><br/>Analyses and presents information from research and customer feedback as insights</p> <p><b>Integrated marketing communications (Level 3)</b><br/>Develops marketing communications campaigns using both physical and digital tools</p> <p><b>Partnership marketing (Level 3)</b><br/>Implements processes aligned with company values to maintain corporate reputation</p> <p><b>Monitoring and measuring effectiveness (Level 3)</b><br/>Collects, synthesises, analyses and reports measurement data</p>     |  | <i>Shortlisting AND Interview</i> |
| <p>Participates in reviews of marketing activities using measurement data and analytics to identify improvements</p> <p>Delivers integrated marketing communications campaigns using both physical and digital tools</p> <p>Ensures that all marketing activities comply with corporate governance processes and relevant legislation and regulation</p> <p>Uses social analytics and listening tools to identify improvements to organisational processes that will enhance social reputation</p>   |  |                                   |
| <b>British Council Core Skills</b>   |  | <b>Assessment Stage</b>           |

|  |  |
|--|--|
| <p><b>Communicating and influencing (level 2) - Relates communications to circumstances:</b><br/>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><b>Managing projects (level 2) - Analyses project data:</b><br/>Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p><b>Planning and organising (level 2) - Plans:</b><br/>Organises own work over weeks and months, or plans for others, taking account of priorities and the impact on other people.</p> <p><b>Analysing data and problems (level 2) - Uses data:</b><br/>Reviews available data and identifies cause and effect, and then chooses the best solution from a range of known alternatives.</p> <p><b>Managing risk (level 2) - Follows good practices:</b><br/>Demonstrates understanding of risk management policies and procedures and record of following them.</p> | <p><i>Shortlisting AND Interview</i></p> |
| <p><b>British Council Behaviours</b></p>   | <p><b>Assessment Stage</b></p>           |
| <p><b>Creating shared purpose</b><br/>Creating energy and clarity so that people want to work purposefully together (more demanding)</p> <p><b>Connecting with others</b><br/>Actively appreciating the needs and concerns of myself and others (more demanding level)</p> <p><b>Working together</b> (more demanding level)</p> <p><b>Ensuring that others benefit as well as me</b> (more demanding level)</p> <p><b>Making it happen</b><br/>Challenging myself and others to deliver and measure better results (more demanding level)</p>   | <p><i>Interview</i></p>                  |
| <p><b>Prepared by:</b></p>   | <p><b>Date:</b></p>                      |
| <p>Beenish Pervaiz</p>   | <p>October 3, 2018</p>                   |