

Role Title

Marketing Manager

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Exams Marketing	PB6	Beijing	Three years fixed term contract	Senior Marketing Manager

This position will be employed by [WFOE] which is a Wholly Foreign Owned Enterprise under the British Council.

Role Purpose

The overall purpose of this role is to support the development and execution of marketing strategy for exams and plans for the East China, ensuring alignment to the national /regional and global marketing strategy and brand, and to manage stakeholders and channels and work in partnership with SBUs to ensure that marketing programmes enable required business targets in East China.

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 East Asia region

East Asia, with a population of around two billion people, is one of the most diverse and dynamic parts of the world, and is characterized by continuing economic growth. There is a strong demand for recognised education and English language skills, and an interest in many countries in exploring how creative, open and transparent societies can lead to greater prosperity.

We have operations in high-growth developing economies of China, Indonesia, Vietnam, Thailand, Malaysia, Philippines and Burma, and the major developed economies of Japan, South Korea, Hong Kong, Singapore, Taiwan, Australia and New Zealand. Our annual turnover across these 14 markets is more than £321 million and our employee population is approximately 2600. We have 18 country offices, each headed up by a Country Director, and supported by shared functions for human resources, finance and marketing which support all businesses.

In this dynamically diversifying region and in the context of a changing Government funding

environment, our challenge is to maintain and develop the UK's cultural, educational relationships and influence. Central to this is our commitment to supporting links between East Asia and the UK, and the development of strong bilateral relationships for the UK with countries in East Asia. We do this by connecting people at Government, institutional, community and individual level.

We are funded through a mix of Government grant and earned income, which enables us scale our impact and best serve our UK stakeholders and those we engage with. Our business model is to lead surplus generating business in English and our multi-million dollar Exams business, 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. The balance of programmes, products and services that we offer, and the scale of businesses that we operate in each country, varies in response to the specific markets of this diverse region. Increasingly, we are working across countries and business fields, to maximise impact and the return on investment.

Priorities for our strategy in East Asia to 2020:

- We will continue to focus on promoting English language because it is both a key enabler of cultural relations, and a source of opportunity for our customers and stakeholders. Given our lead position in this field, we will build English language capability across the region, whether supporting learners, teachers or governments, through training, assessment and policy development. Our work in this field in East Asia is dominated by our English teaching business in 14 teaching centre operations involving 95,000 students across 11 countries, and our Exams business which operates in 16 countries delivering one million UK exams every year. Both businesses make a major contribution to our overall cultural relations impact and to securing our financial sustainability globally. Our focus will be on an ambitious strategy for diversification and growth of these businesses over the next three years.
- As part of our commitment to create educational opportunities between the UK and other countries we will continue to internationalise the higher education sector by supporting policy development, and building joint programmes and scientific research between the UK and the countries we work in. We will build the experience of individuals to work internationally by supporting the two-way mobility of students, young people, academics, teaching professions and scientists in higher education. This includes our significant UK government-funded programme for marketing of the UK as a study destination.
- By working with countries to grow or maintain open, prosperous, creative and inclusive societies we will contribute to global and regional prosperity, security and stability. We will create impact in the markets we work in through tailored programmes in the, creative, justice and enterprise sectors. Throughout our work we will engage, and provide better outcomes, for women and girls and marginalised groups. By working together with countries on global social issues, we will continue to grow and nurture an open, prosperous, creative and inclusive UK.
- To build creative opportunities between the UK and other countries, we will develop the skills and international experience of those working in the creative sector. We will continue to support the creative sectors of the UK and the countries we work in to work together, and we will share the best of the UK's creativity.

The British Council has had a presence in China since 1943, and since 1979 we have been operating as the Cultural and Education Section of the British Embassy in Beijing and the Cultural and Education Section of the Consulate-Generals in Shanghai, Guangzhou, Chongqing, and Wuhan. In 2017 we opened our first English centre in Mainland China, based in Nanjing.

Our work in China is of great importance to the global British Council operation, both politically and commercially. With more than 750 staff across our offices in China, we operate a wide range of programmes in English, exams, arts, and education in partnership with local authorities and partners.

We achieve significant impact and reach through our programmes which have engaged millions of young people and thousands of professionals and policy makers across China, including:

- 900,000 people who have taken an exam with us within the past year, be it an English language exam, such as the IELTS exam, or a professional exam, such as the ACCA qualification.
- 10,000 English teachers and one million students who have benefitted from our English language teacher training programmes in the past two years.
- Nearly 155,000 Chinese students who are currently studying in the UK, many of whom have engaged with our work encouraging and supporting student mobility.
- One billion people reached and influenced through our 2015 Year of Cultural Exchange, which comprised of more than 200 events across 14 Chinese cities, and our Shakespeare Lives campaign in 2016 achieved similar levels of impact.

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.

The China Exams marketing team manages the promotion of exams products in China to meet strategic and business objectives. This post is a national role and mainly responsible for marketing exams products and services in East China.

Main Opportunities/Challenges for this role:

- Leading marketing strategy, planning and execution, ensuring that it drives and supports the global strategic objectives for the British Council in a flexible, cost-effective way;
- Leading the development and execution of market strategies for strategic business units, 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 and share of voice in the market place.

Main Accountabilities:

Support the development of the marketing strategy and detailed plan

- Understand the dynamic and needs of customer and key stakeholders, understand customer behavior, monitor market and competitors' movements and trends and identify the opportunities and threats;
- Design target marketing projects and events to engage with potential customers;
- Help develop stakeholder and channel engagement plan with senior manager;
- Work together with Senior Marketing Manager to prepare business forecasting plan and

achieve business development target in the region;

- Ensures that clear and consistent marketing processes are deployed in the country aligned to agreed global marketing processes;
- Monitors and reports on agreed marketing KPIs for the country.

Establish and maintain a network of internal and external stakeholders

- Develop engagement plan and programmes, coordinate the implementation of the plan with four offices to develop and maintain relationships with selective key stakeholders;
- Develop proposals to new clients that speaks to the clients' needs, concerns, and objectives; Deliver presentations about IELTS, Aptis and other exams products and services to key stakeholders;
- Develop and manage a database of customers and key stakeholders including (but not limited to) Aptis clients/ distributors, Education Promoters of major overseas study destinations, training schools, overseas study agents, and Joint Ventures Programmes;
- Provide support to key stakeholders including exams information and material provision, responding to their inquiries and requests; Coordinate within a wider exam team e.g. distribution team and IT team to ensure secure and smooth test experience for clients;
- Proactively builds and maintains excellent relationships with internal partners and stakeholders to ensure integrated, joined up and future-proofed approaches and solutions;
- Develops peer/personal networks within and outside Marketing to enhance own knowledge and expertise.

Regional market development of the assigned region

- Propose tailor-made local marketing plan to further explore business opportunities for exams products;
- Conduct regular market visits to understand the market situation, and build/maintain relationships with key stakeholders in East China region;
- Feed local needs into the national planning; Adapt national plans to incorporate local needs;
- Organize/participate various events target to stakeholders;
- Comply with all tenets of Quality Control and Assurance including local regulations as defined by Country Exams Director;
- To ensure all duties are delivered in line with the British Council's policy on Child Protection and Equality, Diversity and Inclusion, and these is taken into account when planning and delivering activity;
- Manage information created and received in compliance with the British Council's information management standards, policies, the UK data protection principles and local legislation.

Consultancy, analysis & problem-solving

- Applies professional marketing expertise to develop and enhance marketing strategies, plans and approaches;
- 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.

Service improvement

- Supports the implementation of new marketing approaches and/or techniques which

enhance efficiency and wider business impact, ensuring alignment to the regional marketing strategy;

- Leads and drives a clear focus on audiences and market segmentation;
- Explains to customers and colleagues the need for compliance with agreed marketing policies and processes and produces reports to demonstrate compliance as needed;
- Champions the deployment of the British Council brand architecture, monitors 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 they support with regard to 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.

Key Relationships:

Internal

- National Exams Marketing team
- Area Exams Director & the Business Development manager in the assigned the region
- Regional exams marketing and leadership team
- Wider national exams team
- SBU programme leaders
- China Business Service Support team
- Global Marketing Centre of Excellence leaders
- Community of Practice advocates and members

External

- Managers of overseas study agents, private training schools and JV programmes
- Chinese universities and foreign universities/schools
- Education promoters
- Aptis clients/ distributors
- Marketing Agencies, Suppliers

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.	Shortlisting
Direct contact or managing staff working with children?	Yes	N/A
Notes	Occasional national travel and unsocial/evening hours working	

Person Specification:		Assessment stage
Language requirements (DELETE IF NOT APPROPRIATE)		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Chinese C1 (HSK 6 or equivalent) English Aptis B2 (IELTS 6.5 or equivalent) 		Shortlisting and testing
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Relevant external professional organisations e.g. CIM, Melcrom, GCN, CIPR, WOMMA etc. (or equivalent experience in relevant discipline)		Shortlisting
Role Specific Knowledge & Experience		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Track record experience working in marketing/ sales function Event management experience Demonstrated evidence of achieving sales targets and working to KPIs Experience developing marketing and sales strategies incorporating consumer insight data Demonstrable experience in managing supplier relationships 	<ul style="list-style-type: none"> Experience working in the education sector Experience in a global organization A minimum of 3 years' working experience in marketing/ sales function Project management 	Shortlisting and interview
Role Specific Skills		
CIM Marketing Competencies		
Insights (Level 3) Analyses and presents information from research and customer feedback as insights		
Integrated marketing communications (Level 3) Develops marketing communications campaigns using both physical and digital tools	Delivers integrated marketing communications campaigns using both physical and digital tools	
Partnership marketing (Level 3) Implements processes aligned with company values to maintain corporate reputation	Ensures that all marketing activities comply with corporate governance processes and relevant legislation and regulation	Shortlisting and interview
Monitoring and measuring effectiveness (Level 3) Collects, synthesises, analyses and reports measurement data	Participates in reviews of marketing activities using measurement data and analytics to identify improvements	Uses social analytics and listening tools to identify improvements to organisational processes that will enhance social

reputation		
Essential	Desirable	Assessment Stage
<ul style="list-style-type: none"> ▪ Good presentation skills ▪ Experience organising regional marketing events 		Shortlisting and Interview
British Council Core Skills		Assessment Stage
<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>Managing projects (level 2) - Analyses project data: Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p>Planning and organising (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>Analysing data and problems (level 2) - Uses data: Reviews available data and identifies cause and effect, and then chooses the best solution from a range of known alternatives.</p> <p>Managing risk (level 2) - Follows good practices: Demonstrates understanding of risk management policies and procedures and record of following them.</p>		Shortlisting and Interview
British Council Behaviours		Assessment Stage
<p>Creating shared purpose Inspiring others to want to take a specific role as part of a shared purpose (More demanding)</p> <p>Connecting with others Actively appreciating the needs and concerns of myself and others (more demanding level)</p> <p>Working together Creating the environment in which others who have different aims can work together (More demanding)</p> <p>Making it happen Challenging myself and others to deliver and measure better results (more demanding level)</p>		Shortlisting and/or Interview
Prepared by:		Date:
Jin Zhang – Senior Marketing Manager		Dec 2018