

## Role Title

Marketing Manager – UK Qualifications, Nepal

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Marketing	6/G	Kathmandu	Indefinite	Regional Exams Marketing

## Role purpose

To lead and develop local strategy and tactical activity in support of Nepal Examination Services business targets. To ensure alignment to regional and global marketing strategy.

## 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. Last year we reached over 65 million people directly and 731 million people overall including online, broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

The British Council has been working in Nepal since 1959. The main activities are Examinations, Grant-funded (GPF) and Full Cost Recovery (FCR) project management for development services. The GPF programme comprises teacher education (Connecting Classrooms), school leadership and links with UK schools (Connecting Classrooms), empowerment projects for women and girls (EDGE) and Arts. The flagship FCR project is the 4 year EU funded TVET-PP project. British Council Nepal has a number of key partnerships with local and international organisations including, EU, VSO, GAN and several Ministry of Education line agencies.

Nepal Examinations Services portfolio includes IELTS, Cambridge GCE (AS & A level), professional qualifications (e.g. ACCA) and a small number of university exams. Demand for IELTS is high and has seen significant growth in the last three years.

## 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 Examinations business makes a significant contribution to British Council financial sustainability, and as such, it is essential that the business evolves in order to maintain its position in a fast-changing operating context. There is a need to standardise and automate activities across the globe to deliver efficiencies, and there is also a requirement to develop new digital products and services to meet changing customer demands and competitive pressures. In a cost and resource-constrained environment, balancing the on-going requirements and allocation of funds will be critical, as will the integration and planning of the implementation of the different changes across a global network of 110+ countries charged with the on-going delivery of impact and income whilst changing key elements of the supporting operational platform.

### **Main opportunities/challenges for this role:**

The postholder is expected to lead marketing strategy, planning and execution for Nepal Examination Services. He/she will gather and analyse Return on Investment data to develop planning and maximise effective performance. The role is required to help achieve regional strategic objectives for the British Council in a flexible, cost-effective way by agreeing the delivery mechanisms, budgets and programmes with cluster/regional marketing and by overseeing delivery to plan. In addition, the postholder will drive integrated delivery of country marketing activity to maximise impact and enhance brand value. Resources must be managed with a high degree of efficiency and transparency (including budget, staffing resources, equipment and collaterals).

### **Main Accountabilities:**

#### **Country marketing strategy**

- Leads development of market plans and strategy in liaison with country/regional management colleagues
- Supports the development and execution of go to market strategy and plans for exams 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
- Uses local knowledge to help identify and evaluate useful sources of information
- Enhances customer and/or competitor analysis with a focus on efficient processes and clear knowledge retention/knowledge flow

#### **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 Nepal exams 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.
- Leads and develops Marketing Officer UK Qualifications in support of key objectives

### **Key Relationships:**

#### **Internal**

- Regional marketing team
- Country Exams leadership/management team
- Exams operational staff
- Customer Service colleagues
- Country Communications staff

#### **External**

- Awarding bodies
- Partners (e.g. study abroad agents, language centre, training centre)
- Suppliers

### **Role Requirements:**

<b>Threshold requirements:</b>		<b>Assessment stage</b>
<b>Passport requirements/ Right to work in country</b>	You must have the right to live and work in the country in which the role is based.	<i>Shortlisting</i>
<b>Direct contact or managing staff working with children?</b>	No	<i>N/a</i>
<b>Notes</b>	Occasional national and international travel and unsocial/evening hours working	

Person Specification:		Assessment stage
<b>Qualifications</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Relevant external professional organisations e.g. CIM, Melcrum, GCN, CIPR, WOMMA etc. (or equivalent experience in relevant discipline)		<i>Shortlisting</i>
<b>Role Specific Knowledge &amp; Experience</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>▪ Experience in a lead marketing role in areas of integrated marketing communications, branding, digital and PR</li> <li>▪ A proven track record of developing annual integrated marketing plans based on data and market insights</li> <li>▪ Hands on experience in delivering marketing campaigns as well as evaluating the performance of the campaigns and apply learning for refining future campaigns</li> <li>▪ Experience in developing/creating social media content and social media platform management</li> <li>▪ Preparing forecast and monitoring budgets</li> </ul>	<p>Experience in a global organization</p> <p>Hands on experience in SEO and SEM</p> <p>Understanding of Educational and assessment sector</p>	<i>Shortlisting</i>
<b>Role Specific Skills (if any)</b>		<i>Assessment Stage</i>
<p><b>CIM Marketing Competencies Insights (Level 3)</b> Analyses and presents information from research and customer feedback insights</p> <p><b>Integrated marketing communications (Level 3)</b> Develops marketing communications campaigns using both physical and digital tools Delivers integrated marketing communications campaigns using both physical and digital tools</p> <p><b>Partnership marketing (Level 3)</b> 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</p> <p><b>Monitoring and measuring effectiveness (Level 3)</b> Participates in reviews of marketing activities using measurement data and analytics to identify improvements Collects, synthesises, analyses and reports measurement data</p>		<i>Shortlisting AND Interview</i>
<b>British Council Core Skills</b>		<i>Assessment Stage</i>
<b>Communicating and influencing (level 2) - Relates communications to circumstances:</b>		<i>Shortlisting AND Interview</i>

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.

**Managing projects (level 2) - Analyses project data:**

Examines project data and performance, reporting on progress and recommending corrective action as needed.

**Planning and organising (level 2) - Plans:**

Organises own work over weeks and months, or plans for others, taking account of priorities and the impact on other people.

**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.

**Managing risk (level 2) - Follows good practices:**

Demonstrates understanding of risk management policies and procedures and record of following them.

**British Council Behaviours**

**Assessment Stage**

**Creating shared purpose**

Creating energy and clarity so that people want to work purposefully together (more demanding)

**Connecting with others**

Actively appreciating the needs and concerns of myself and others (more demanding level)

**Working together**

**Ensuring that others benefit as well as me (more demanding)**

**Making it happen**

Challenging myself and others to deliver and measure better results (more demanding level)

*Interview*

**Prepared by:**

**Date:**

Daphne Lui

May 2018