

Role Title

Account Relationship Manager, Philippines

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Business Pursuit	Pay band 6	Philippines	Indefinite	Business Development Manager, Exams

Role purpose

The purpose of this role is to build & strengthen relationships, identify needs and enhance opportunities with key accounts to meet business related targets. The role is also required to proactively resolve issues, add value and ensure delivery on expectations. On a daily basis, the role executes the country key account strategy and plan.

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.

Function overview:

The English and Examinations Strategic Business Unit (E&E) is one of three strategic business units in the British Council (the others being Arts and Education & Society) all of which have the remit to build trust for the people of the UK by building relationships through aspects of our language and culture. E&E achieves this by enabling people across the world to access the life-changing education and work opportunities that are created by learning English or gaining valuable UK qualifications. Promoting the English language also provides a medium for communication, helping break down barriers of misunderstanding or mistrust between cultures. The British Council's 2020 vision for English & Examinations is to be the world authority in high quality English language teaching, learning and assessment, as well as the International distributor of choice for UK professional and school qualifications. Our work in exams creates international opportunities and builds trust and value for the UK. We also:

- Give people access to life changing opportunities through UK qualifications.
- Support the promotion of the UK as a study destination.
- Provide a sustainable base for other cultural relations activities.

The Examinations business in the Philippines comprises of a wide range of professional and academic examinations, the British Council's English language test Aptis, and the International English Language Testing System (IELTS). IELTS is the largest product in the portfolio, and is delivered in nearly 20 locations across all three Philippines island groups. The IELTS market is strongly driven by outbound

mobility, with most of the candidates aspiring to work, live or study overseas. A large B2B2C network of partners endorse almost 40% of the overall candidate volume. These partners include language or test preparation centres, education and immigration consultancies, academic institutions and corporates. Aptis is the second largest product seeing a steady growth through key corporate accounts. Professional and academic examinations are also growing with increased demand for globally-recognised qualifications.

Main opportunities/challenges for this role:

- Winning business for British Council English & Exams: Achieving sales/account targets
- Resolving issues, adding value and ensuring delivery on expectations to client satisfaction
- Building relations with new potential British Council partners/clients/accounts
- Understanding and foreseeing country conditions or market insight to spot and act on opportunities.
- Assisting in strategic decision-making to grow the exams business through partnerships and key account management.
- Working closely with a network of partners in the exams business.

Main Accountabilities:

Market and Customer Intelligence

- Ensures product and sector knowledge is up to date and is forward thinking
- Provides account- and country- specific input into market intelligence activities, innovation and business development/marketing targets
- Collects and shares trends and insights within market developments

Winning Business

- Practices Relationship Management, development and reviews (including mapping and delivering face to face touch-points, annual and quarterly reviews for big accounts)
- Builds and develops networks around existing clients to cultivate segments
- Adds value to existing accounts through extension, cross sell and retention
- Raises performance issues and identifies means of resolution
- Monitors capacity and drives up B2B2C sales to fill capacity

Leadership and Management

- Builds relationships and uses influence to work with others internally to grow the business
- Prioritises activities and ensures their success - from long terms plans to day-to-day tasks.

Relationship and Stakeholder Management

- Manages and delivers an Annual Account Plan
- Liaises with B2B support (Operations team) to set and review quality of delivery, in order to support account relationship.
- Links with Marketing for targeted events, campaigns and collateral to support retention and value adding service
- Undertakes contract review and refresh
- Works to defined Account Relationship standards and frameworks

Analysis and Reporting

- Uses standard procedures and templates, regularly records, analyses and reports on operational activity levels and performance data, to support senior managers in making timely and effective business decisions that respond to operational needs.

Key Relationships:

Internal

- Regional Commercial Manager, Regional Marketing, Cluster Lead, Cluster Commercial Managers, Exams Business Manager, Regional Management Team (IELTS), Country Examinations Team, Country Director, Customer Services, Finance and Resources teams; Exams Regional Management

Team

External

- (B2B) partners, agencies, receiving organisations (RO's), schools, universities, education agents, as well as the government and corporate sectors.

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Must have the right to work in the Philippines	Shortlisting
Direct contact or managing staff working with children?	No	N/a

Person Specification: **Assessment stage**

Language requirements

<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Evidence of fluent spoken and written English (CEFR C1) ▪ Fluent in written and spoken Filipino 	n/a	Shortlisting

Qualifications

<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ University Degree in any subject or qualification in a relevant field 	n/a	Shortlisting

Role Specific Knowledge & Experience

<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Collecting & responding to client/stakeholder feedback and identifying needs ▪ Insight on schools or higher education markets in the Philippines ▪ Relationship building experience with external stakeholders / account management ▪ Presentation skills 	<ul style="list-style-type: none"> ▪ Experience of working with UK exam boards or familiarity with school exams, IELTS and/or Aptis ▪ Experience of designing & implementing business development or marketing plans in an education sector context. ▪ Identifying ways in which services can be improved, and taking these forward 	Shortlisting

Role Specific Skills (if any) **Assessment Stage**

<ul style="list-style-type: none"> ▪ n/a 	Shortlisting AND Interview
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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>	Shortlisting AND Interview
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<p>Commercial and business development (level 2) Analyses trends Researches markets and conducts cost/benefit analyses to identify new opportunities or recommend improvements to current initiatives.</p> <p>Managing Accounts and partnerships (level2) Works with stakeholders and partners Communicates regularly with diverse stakeholders, customers and/or partners to build mutual understanding and trust.</p>	
<p>British Council Behaviours</p>	<p>Assessment Stage</p>
<p>Making it happen (More demanding): Challenging myself and others to deliver and measure better results</p> <p>Working Together (More demanding) Ensuring that others benefit as well as me</p> <p>Connecting with others (Essential): Making regular opportunities to understand others better</p> <p>Being Accountable (Essential) Delivering my best work in order to meet my commitments</p>	<p><i>Interview</i></p>
<p>Prepared by:</p>	<p>Date:</p>
<p>Ian Cortez, Head of Partnerships and New Business, Exams</p>	<p>December 2018</p>