

Role Title
Senior Manager Marketing English
Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Marketing	6	Gurgaon	6 Months	Assistant Director English

Role purpose

The purpose of this post is to lead on planning and implementation of our marketing strategy to grow the business (B2C – Business to Customer) and to provide marketing and communications support to all English business lines for the English portfolio that is delivered through BC English and Examinations Services India Pvt Ltd. The focus will be on ensuring income, surplus, growth and audience targets are met across the commercial English language teaching business (in BCEESIPL) in India.

Please note that this is not an academic post but knowledge of English Language Teaching, the ELT business and market is desirable. This post will be based in Gurgaon or Chennai, but the post-holder will be required to travel across India.

Geopolitical/SBU/Function overview

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.

The South Asia region is of high priority for the UK and includes India, Pakistan, Bangladesh, Afghanistan, Sri Lanka, Iran (non-represented) and Nepal.

The British Council in India

The British Council has been operating in India since 1948. Our vision is of a bilateral relationship strengthened by improved economic, social and cultural opportunities for the next generation of young people in India.

We work in arts, education and by sharing the English language and increasingly focus on transformative programmes online (with the aim of reaching of tens of millions of people in 2017 and more in future years) and through partnerships in States across the country. In 2016-17 we engaged with almost 3.2m people through our operations and libraries in New Delhi, Chennai, Kolkata and Mumbai and through centres in Ahmedabad, Bangalore, Chandigarh, Hyderabad, and Pune in partnership with the Indian Institute of Cultural Relations. A ten-year-long programme with State Governments has trained over 1m teachers in government schools and reached 35m children. In addition, in 2016-17 we taught thousands of students in our teaching centres in New Delhi, Kolkata and Chennai. British Council India Exams business has recently separated into a new entity in Gurgaon and offers UK qualifications to hundreds of thousands of

Indians wishing to enhance their English language, academic and professional skills. The 2017 UK-India Year of Culture was announced by Prime Minister Modi during his 2015 visit to the UK and launched by Her Majesty The Queen and Hon'ble Finance Minister Jaitley at a star-studded reception at Buckingham Palace. The British Council in India curated a programme that celebrated the modern-day relationship between the UK and India, connected with young people and inspired them to build a relationship for the next 70 years. The Year achieved a physical audience reach of 7.5 million people, a total social media reach of 75 million, and press readership of 754 million.

2018 marks 70 years of the British Council in India and the end of the UK-India Year of Culture. We've been inspired every day of the last 70 years by the artists, students, scientists and policy makers we've worked with across India. This year, we want to share the stories of the great things we've done together, tell new stories, and inspire millions of young people to develop connections for the next 70 years.

School, English and Skills

Work within education systems for the continuing professional development of primary and secondary level teachers' skills and knowledge. We bring together UK and India expertise to improve this at the state, district and institution levels by engaging with multiple stakeholder groups and leveraging digital resources where appropriate, leading to improved quality in the classroom and learning for all.

Develop sector-specific skills of teachers and learners including English language, vocational and core skills including critical thinking, creativity and citizenship, through face-to-face, blended and self-access models, improving access to and quality of education and employment opportunities.

Develop the global dimension of educational curricula by establishing links between the UK and India and integrating programmes such as the International School Award to help young people become more globally aware and competitive in international markets in future.

BC Examinations and English Services Pvt Ltd

BC Examinations and English Services Pvt Ltd (BCEESIPL) is an Indian commercial entity wholly owned by the British Council, UK. Governed by a Managing Director and Board, BCEESIPL provides a range of services to BC UK in the areas of Examinations and English. In 2018-19 BCEESIPL will deliver 700,000 examinations in English Language assessment and professional qualifications in 45 cities and 70 venues across India as well as providing B2C Digital Learning courses, corporate ELT training services and two major employability skills and assessment projects with State Governments in Kerala and Andhra Pradesh. BCEESIPL employs 350 staff in 4 offices in Gurgaon, Mumbai, Chennai and Kolkata.

English business in India

The British Council has been teaching English for 80 years around the world. We reach hundreds of millions of people in over 100 countries and support teachers and learners with comprehensive and innovative learning resources. In India and worldwide, we are known and respected for our work in the area of English language teaching, teacher training and assessments. As the world's English experts, we work with governments, institutions, corporate sector, teachers and learners to provide English language learning and teaching solutions that create life-changing opportunities for individuals and their future prosperity.

In India we operate through Centres in New Delhi, Chennai, Kolkata, Mumbai, Ahmedabad, Bangalore, Chandigarh, Hyderabad, and Pune as part of our Diplomatic presence. Our commercial entity (BCEESIPL: British Council English and Examinations Services India Private Limited) offers English language programmes delivered to B2C, B2B and B2G audiences, and which are increasingly digital or blended learning. As part of our commercial English portfolio, we work with individuals, organisations and government as L&D partners and advisors to design, deliver and consult on English, soft skills and core skills learning solutions which are scalable, digitally enabled, modern and flexible.

Main opportunities/challenges for this role:

- Lead on creating and implementing marketing promotion plans and activity for English in BCEESIPL, with a focus on B to C segments.
- Provide marketing promotions and communications support for new and existing business development plans in order to achieve income, surplus and impact targets.
- Support marketing promotions and communications for all four principal strands of activity for the English business, as well as any additional product or service initiatives, through use of appropriate marketing and media planning, analysis, tools and initiatives.
- Contribute to the creation of a unified and efficient English business stream and to positive collaboration with Examinations colleagues and the wider British Council.
- Track, report on and analyse impact and effectiveness for all marketing activity.

Main Accountabilities:

Marketing and promotion implementation and management

- Responsible for the implementation of marketing and promotion plans for external markets and internal stakeholders for the B to C business of the English SBU and support the marketing of the English language products, services and programmes for all audiences.
- Implement, manage and monitor the multi-channel marketing plan for English language services and make required adjustments where necessary to increase effectiveness.
- Agree with the Head Business Development and implement monthly and quarterly marketing and advertising plans for new and existing customers using appropriate project management tools.
- Support in the management of the marketing mix for English language services to ensure that the set business and quality targets are met.
- Ensure all promotional material meet updated British Council brand guidelines and quality standards.
- Ensure that promotional activity is co-ordinated with the MarComms and Digital teams and the wider English teams, manage and monitor the web presence for English language services.
- Supervise procurement and inventory of promotional material as per corporate procurement policy and guidelines.
- Ensure that events- onsite and offsite, and offsite activity, are planned in a timely manner taking into account all key stakeholder inputs.
- Implement internal communication for English language services to the wider English teams and wider British Council teams in India, region and global.
- Work with Operations, Business Development and Customer Service teams for effective customer management.
- Support in monitoring and effective management of the India English marketing budget according to corporate budget management, procurement and finance standards.

Marketing strategy and planning

- Contribute to the annual marketing planning process by participating in planning discussions and preparing marketing plan drafts using appropriate marketing planning tools and techniques.
- Contribute to the segmentation, targeting, positioning of the market for our English language products and services.
- Contribute to decisions on the marketing mix, viz. product, price, place, promotion, people, physical evidence, process, of the English language services.
- Use appropriate marketing and business analysis tools and market information to identify and report opportunities for marketing campaigns, services and distribution channels that will lead to business growth

Market research and monitoring marketing activity

- Ensure external and internal marketing audit is conducted for English language services in

India, including competitor and market analysis. Ensure data is accurately entered and updated on CRM or other business information management systems as required.

- Ensure that customer feedback is obtained using scorecard questionnaires, focus groups and other tools. Ensure that scorecard results are reported quarterly as per timelines.
- Track and report effectiveness of all marketing activity including client/customer service and management. Monitor and manage key performance indicators like conversion rates, return on investment, total customer value.
- Ensure that customer and stakeholder profiles are generated to inform business decisions.

Managing marketing teams

- Lead and support the development of the marketing team, one direct and one in-direct report and provide support and advice to the wider English team on areas pertaining to marketing and promotion.
- Cultivate and contribute to a culture of collaboration, respect, innovation and achievement, besides other core values.
- Apply essential HR procedures consistently.
- British Council performance management procedures and standards used to induct, manage and develop staff members, and to evaluate performance.

Key Relationships:

Internal

- Assistant Director English
- Head Blended Learning English
- Senior Operations Manager English
- Head Business Development English
- British Council country, regional and global Marketing teams
- Operations Managers English
- Academic Team in BCEESIPL English
- Other Business Development teams in English, Exams and Education
- Customer Service managers and teams
- Wider British Council English teams
- Other British Council colleagues

External

- Customers: students and teachers; and clients
- Partners, suppliers/vendors, marketing, advertising and media agencies

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Legal right to work in India	Shortlisting
Notes*	Travel across India required. Occasional overseas travel will be required. Some evening and weekend working may be required.	
Person Specification:		Assessment stage
Language requirements (DELETE IF NOT APPROPRIATE)		
Essential	Desirable	Assessment Stage
▪ CEFR C1 in English		Interview
Qualifications		
Essential	Desirable	Assessment Stage

<ul style="list-style-type: none"> Graduate / University degree 	An MBA/ postgraduate degree/diploma in marketing or related business discipline	Short listing and/or interview
Role Specific Knowledge & Experience		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> 3 years' experience in marketing and or business management Knowledge of digital marketing, analytics and social media marketing Experience of working and or coordinating in a large team Line management/ Staff supervision experience 	<ul style="list-style-type: none"> Experience in Education sector or eLearning with B2C customers 	Shortlisting and/or Interview
Role Specific Skills		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
NA	NA	Shortlisting and Interview
British Council Core Skills		<i>Assessment Stage</i>
Developing Business (L3) Managing People (L2) Using Technology (L2) Managing accounts and partnerships (L2) Communicating and Influencing (L3)		Short listing and Interview
British Council Behaviours		<i>Assessment Stage</i>
Working together - More demanding Being Accountable – More demanding Making it Happen – More demanding		Interview
Prepared by:		Date:
Shivangi Gupta		September 2019