

Role Title

Marketing Officer, Exams

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Exams Marketing	4	Myanmar	Indefinite	Cluster Marketing Manager, Exams, East Asia

Role purpose

The overall purpose of this role is to lead the development and execution of the country marketing strategy for exams and plans for the country, ensuring alignment to the cluster/regional and global marketing strategy and brand, and to work in partnership with SBUs to ensure that country marketing programmes enable required business targets.

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.

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, [country], 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 to 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.

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:

- Supporting the development and execution of country market strategies for exams, 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 Singapore

Main Accountabilities:

Country marketing strategy

- Together with the line manager, undertake the development and execute of the exams marketing strategy and plans for the country ensuring alignment to the cluster/regional and global marketing strategy
- Execute the go to market strategy and plans for exams across the country, agreeing the programmes, delivery mechanisms, budgets and resources with cluster/regional marketing
- Execute country campaigns to support a variety of routes to market and maximise impact and

share of voice

- Support the comms team in the deployment of the British Council brand architecture in line with brand management standards across the country
- Provides input for exams related country communications to internal and external stakeholders
- Provides marketing support to exams partnership strategies within the country
- 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
- Identifies opportunities in the market such as requirements for product regional managers for new product development and proactively shares results across the cluster/region marketing team and with regional and SBU leaders and the Marketing Community of Practice

Consultancy, analysis & problem-solving

- Together with the cluster marketing manager and Business Development Manager, applies marketing knowledge to develop and enhance marketing strategies, plans and approaches for the country based on insights and market intelligence
- Identify and assess current state of country 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 and supports as needed from the senior marketing team to tailor the presentation of findings to meet the differing needs of stakeholders in the country.

Internal customer focus

- Builds an understanding of the country and the operational context, opportunities and challenges for marketing functions and teams
- Makes appropriate linkages to issues in the country, strategic business units and cluster/region, 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 support improvements to be made where issues are identified.

Service improvement

- Together with the cluster marketing manager, supports the implementation of country marketing approaches and/or techniques which enhance efficiency and wider business impact, ensuring alignment across the cluster and to the regional marketing strategy
- Together with the cluster marketing manager, 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.
- Executes the deployment of the British Council brand architecture from an exam perspective, monitors country compliance, manages interventions addressing and resolving non-compliance

Functional expertise

- Provides advice and support to internal customers to ensure local and SBU specific requirements for the country are high quality, effective and compliant with marketing policy, process and governance. Ensure the development of high quality and effective country marketing plans and solutions using and sharing their marketing expertise
- Pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise.

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

- 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.

- Builds and maintains relationships with internal partners and stakeholders to ensure integrated, joined up and future-proofed approaches and solutions

Day to Day management

- 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 and key country stakeholders in identifying/developing new ways in which marketing could positively impact upon the British Council's operational efficiency and effectiveness.

Key Relationships:

Internal

- Regional marketing team, Country/cluster leadership team, SBU programme leaders
- Community of Practice advocates and members

External

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

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.	<i>Shortlisting</i>
Direct contact or managing staff working with children?	No	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>
Marketing Diploma	Relevant external professional organisations e.g. CIM, Melcrum, GCN, CIPR, WOMMA etc. (or equivalent experience in relevant discipline)	<i>Shortlisting</i>

Role Specific Knowledge, Skills & Experience

<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ 1-2 years of experience in a marketing role in areas of integrated marketing communications, branding, digital and PR ▪ Experience in developing/creating social media content and social media platform management ▪ Preparing forecast and monitoring budgets 	<p>Hands on experience in SEO and SEM</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>	<i>Shortlisting</i>

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 1) - Analyses project data: Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p>Planning and organising (level 1) - Plans: Organises own work over weeks and months, or plans for others, taking account of priorities and the impact on other people.</p> <p>Analysing data and problems (level 1) - 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 1) - Follows good practices: Demonstrates understanding of risk management policies and procedures and record of following them.</p>	<p><i>Shortlisting AND Interview</i></p>
<p>British Council Behaviours</p>	<p>Assessment Stage</p>
<p>Creating shared purpose Creating energy and clarity so that people want to work purposefully together (Essential) Connecting with others Actively appreciating the needs and concerns of myself and others (Essential) Working together Ensuring that others benefit as well as me (Essential) Making it happen Challenging myself and others to deliver and measure better results (Essential)</p>	<p><i>Interview</i></p>
<p>Prepared by:</p>	<p>Date:</p>
<p>Daphne Lui</p>	<p>August 2018</p>