

Role Title

Head, Sales & Customer Management

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Sales and Customer Management	7/F	Singapore, Napier Road	Indefinite	Regional Head of Sales and Customer Management, East Asia

Role purpose

- To develop and execute sales strategies for English teaching programmes in Singapore.
- To develop and execute strategies that ensure the professional handling of enquiries and registrations for English teaching programmes and occasionally across other British Council services and activities.
- To lead the Sales and Customer Management team across four centres and ensure it is the right size and structure to deliver both efficiency and business success.
- To ensure accurate reporting of sales and customer-facing activity that is consistent with regional standards and which supports continuous improvement in the Sales and Customer Management team.
- To proactively engage with the Singapore Leadership Team and English Regional Management team to ensure KPIs and business needs are met.

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.

Geopolitical/SBU/Function overview:

Singapore is part of the East Asia region. The Singapore Teaching Centre is one of the largest in the British Council's global network with thousands of adults and young

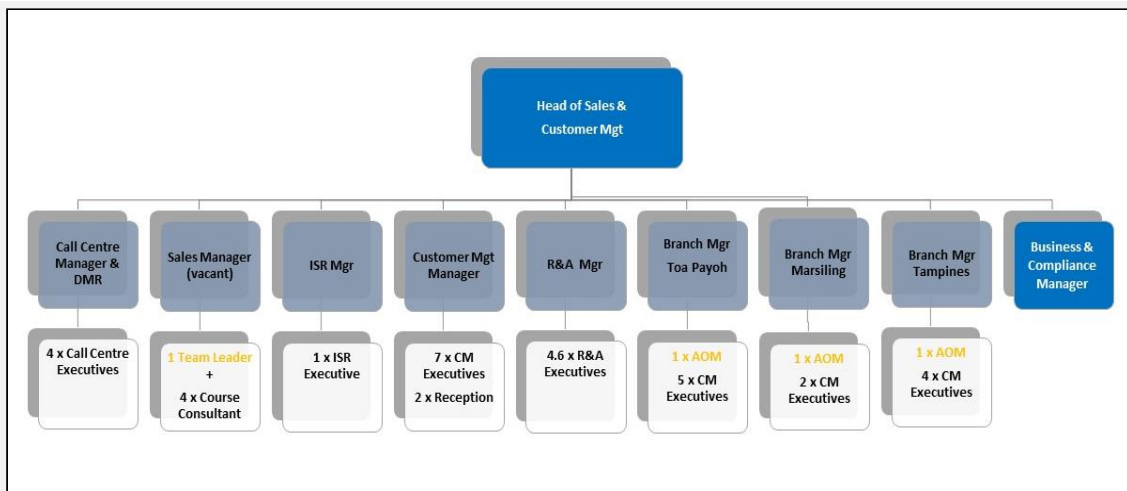
learners studying with us at any one time. We also have a large examinations operation facilitating the taking of UK examinations. In addition, we have enquiries on our educational and arts services. Our customers engage with us face-to-face, online, through email and via the phone, and as a result we have a large Sales & Customer Management team to ensure an efficient level of service.

The British Council is committed to a policy of equal opportunity, is keen to reflect the diversity of UK society at every level within the organisation, and to safeguarding and promoting the welfare of children and young people. We welcome applications from all sections of the community. We expect all of our partners to share this commitment. British Council appointments are contingent on thorough checks. In the UK, and in other countries where appropriate systems exist, these include criminal records checks.

Main opportunities/challenges for this role:

- Opportunities: to work for an established international organisation; managing a large team to success.
- Challenges: Achieving success in a dynamic and competitive external environment; managing change; communicating and maintaining high levels of performance.

Organogram



Main Accountabilities:

Key Deliverables (include people management and finance) The core responsibilities are:

Sales

- Meet and exceed sales and customer retention targets as set out by the organisation.
- Ensure the operation is adequately staffed and the team delivers first-class front-line services to customers on the full range of British Council's (BC)

- services and activities, in a professional, friendly and proactive manner.
- Cross-sell/cross-promote BC's services and activities to customers as appropriate to broaden customers' perception and understanding of BC's range of business areas and activities.
- Monitor and evaluate sales and customer management systems, resources and processes and introduce improvements and innovations that will exceed customer expectations.

Provide strategic leadership and maximise staff potential to meet financial targets

- Review and develop local Sales and Customer Management (SCM) vision, mission, strategy & action plans
- Participate in and provide support to regional and global SCM projects.
- Line-manage SCM team and act as counter-signatory to the team. Ensure all SCM staff are adequately trained and updated to deliver first-class services and delight customers.
- Design and oversee delivery of an annual talent development plan and SCM team training plan which meets the developmental needs of the team and business requirements of BC Singapore.
- Motivate the team to proactively seek new knowledge and provide ideas on service/process improvements.

Reporting

- Measure and monitor performance in a structured, data driven way to embed a high-performance culture, celebrate success and identify areas of improvement.
- Continue to increase the adoption and effectiveness of CRM to drive high quality customer engagement and standard and accurate sales reporting.
- Support an approach 'sales effectiveness' within the SCM team whereby interactions with customers are fed back into the business in a regular and structured way.
- Operate an efficient system for monitoring and handling complaints and customer feedback to drive continuous improvement in this area.

Other Responsibilities and main duties

Meet internal stakeholders' expectations

- Proactively communicate with internal stakeholders to obtain information updates as well as feedback on SCM performance.
- Ensure the SCM operation meets the standards set out in the Service Level Agreement.
- Review the Service Level Agreement with key stakeholders periodically to ensure our services continue to meet both internal and external customers' expectations.
- Organise regular meetings with the SCM team to discuss issues/problems, identify solutions and implement necessary changes.

Maximise operational efficiency

- Manage the SCM budget with appropriate allocation for different resources. Ensure all expenditure is planned and within budget and that the team meets regional efficiency standards.
- Ensure the SCM team size and structure meets both business and efficiency

- needs.
- Collect and analyse monthly key performance results, produce reports and make recommendations to the Strategy Team and key internal stakeholders.
- Ensure all cash collection processes meet BC financial standards.

Key Relationships:

Internal

Singapore leadership team; Regional English and Exams leadership teams.

External

Customers; channel partners.

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	<p>If offered the role, British Council will ask you to go through pre-appointment screening appropriate for the role you apply for. The screening will be carried out by British Council but you are required to provide necessary documents or information to check your records up to 10 years on</p> <ul style="list-style-type: none"> • Prohibited Transactions • Enhanced Criminal Record Check • References • Professional Qualifications • Education 	
Person Specification:		Assessment stage
Language requirements		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Fluency in English	Other local and regional languages	Shortlisting
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
	Professional Certificate/ Diploma/Degree in a	Shortlisting

	relevant field	
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<p>Minimum 5 years previous managerial experience of leading a large team in a sales-orientated environment, preferably in the education industry. Proven track record of managing high performance and achieving demanding sales targets</p> <p>Experience in managing change projects to drive business.</p>	Experience of working with CRM and other information management systems to drive performance and inform decision making.	Short listing and interview
Role Specific Skills (if any)		<i>Assessment Stage</i>
<p>Responding to customer needs</p> <ul style="list-style-type: none"> - Shapes and leads on CS strategy by having a comprehensive understanding of the nature, profile and demands of customers 		Short listing and interview
<p>Obtaining and evaluating feedback</p> <ul style="list-style-type: none"> - Analyses and evaluates actual customer experience against expectations using feedback, benchmarking and management information. 		Interview only
British Council Core Skills		<i>Assessment Stage</i>
<p>Leads a large and varied team Manages a substantial group to deliver annual business objectives. The team includes different professions, cultures and/or areas of business, and may cover multiple locations.</p>		Shortlisting AND Interview
<p>Analyses patterns Seeks out and examines a range of information to identify patterns, trends and options, to solve multifaceted and complex problems.</p>		Shortlisting AND Interview
<p>Evaluates performance Evaluates resource allocation and use over time, to understand business and service performance and assess future opportunities and constraints.</p>		Shortlisting AND Interview
<p>Works with stakeholders and partners Communicates regularly with diverse stakeholders, customers and/or partners to build mutual understanding and trust.</p>		Shortlisting AND Interview
British Council Behaviours		<i>Assessment Stage</i>
<p><u>Making it happen (Most demanding)</u> Establishing a genuinely common goal with others</p>		Short listing and interview
		Short listing and

<p><u>Working together (More demanding)</u> Establishing a genuinely common goal with others</p>	Interview
<p><u>Being accountable (More demanding)</u> Delivering my best work in order to meet my commitments</p>	Short listing and interview
<p><u>Shaping the future (More demanding)</u> Looking for ways in which we can do things better</p>	Short listing and Interview
<p><u>Creating shared purpose (More demanding)</u> Making regular opportunities to understand others better</p>	For Performance management only
<p><u>Connecting with others (More demanding)</u> Making regular opportunities to understand others better</p>	For Performance management only
<p>Prepared by:</p>	Date:
<p>Daniel Entwistle, Regional Head of Sales and Customer Management</p>	29 November 2018