

Role Title

Marketing Manager, Study UK

Role Information

| Role Type | Pay Band | Location | Duration | Reports to: |
|--------------------------------|----------|----------|---------------------|--|
| Policy, Advisory and Expertise | 6 | China | Indefinite contract | Senior Marketing Manager, Study UK (China) |

Role purpose

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

The successful candidate will lead on planning and development of large-scale marketing campaigns and digital communications to boost reach and interactions with our target audience in China.

The ideal candidate should have profound experience of planning and developing integrated marketing campaigns, be fully competent in managing multi-channel communications and have track record in building business cases and models to deliver effectively through new market channels to generate audience.

The post holder is expected to have an in-depth understanding of both the UK and China's international education agenda as well as local and UK stakeholders' demands.

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.

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, Hong Kong, 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.

Overview of Study UK

The British Council promotes UK's learning opportunities, aiming to attract more international students to the UK and in the long-term nurturing long lasting relationships between the UK and East Asian countries. The "Study UK, Discover You" campaign serves as an umbrella campaign for UK education and training products and services. Through "Study UK", British Council aims to work with our partners to project the opportunities that UK education has to offer – for students and for the UK economy alike. The brand underpins all our education marketing campaign to promote and position the UK as the preferred study destination and international education partner of choice.

Main opportunities/challenges for this role:

- Leading marketing strategy, planning and execution for China, ensuring that it drives and supports the global strategic objectives for the British Council in a flexible, cost-effective way
- Ensuring effective, integrated and joined up delivery of country marketing activity to maximise impact and share of voice in the market place
- Opportunity to work in one of the most dynamic and competitive international education environments

Main Accountabilities:

Country marketing strategy

- Leads the development and execution of the marketing strategy and plans for China ensuring alignment to the regional and global marketing strategy
- Leads the development and execution of go to market strategy and plans for strategic business units across the country, agreeing the programmes, delivery mechanisms, budgets and resources with regional marketing
- Leads the development and execution of campaign strategies to support a variety of routes to market and maximise impact and share of voice,
- Leads the deployment of the British Council brand architecture in line with brand management standards across the country
- Provides oversight for country communications to intermediaries and partners, including society stakeholders
- Provides expert marketing advice to help to win donor business and shape 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 region marketing team and with regional and SBU leaders and the Marketing Community of Practice

Consultancy, analysis & problem-solving

- Applies professional marketing expertise to develop and enhance marketing strategies,

plans and approaches for the country

- Applies core technical and professional knowledge to 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 supported 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 in-depth 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 specialist advice & support provided enabling improvements to be made where issues are identified.

Service improvement

- Supports the implementation of new country marketing 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

Functional expertise

- Provides proactive professional 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
- Proactively pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise.
- Fully-qualified within CIM (or the equivalent by experience), combined with a track record of practice in the field

Commercial & financial management

- Using agreed corporate systems and processes, plans and manages the budget for the country they support with regard to 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 (and possibly those of a small team) 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.

Key Relationships:

Internal

- Regional marketing team
- Regional digital team
- Education programme leaders
- Global Marketing Centre of Excellence leaders
- Community of Practice advocates and members

External

- Suppliers
- Partners / donor organisations

Role Requirements:

| Threshold requirements: | | Assessment stage |
|--|--|-------------------------|
| Passport requirements/ Right to work in country | You must have the right to live and work in China. | <i>Shortlisting</i> |
| Direct contact or managing staff working with children? | Yes | <i>Interview</i> |
| Notes | Ability and willingness to work evening, weekends, and unsocial hours are essential. In addition, the job involves extensive travel across China. | |
| Person Specification: | | Assessment stage |
| Qualifications | | |
| <i>Minimum / essential</i> | <i>Desirable</i> | <i>Assessment Stage</i> |
| <ul style="list-style-type: none"> ▪ English C1 (Aptis, IELTS 7 or equivalent); Chinese C1 (HSK 5 or equivalent) ▪ Degree or professional qualification in marketing or business, or demonstrable level of equivalent experience | | <i>Shortlisting</i> |
| Role Specific Knowledge & Experience | | |
| <i>Minimum / essential</i> | <i>Desirable</i> | <i>Assessment Stage</i> |
| <ul style="list-style-type: none"> ▪ Over 3 years' experience in a marketing management position at a national level within a large and | <ul style="list-style-type: none"> • Experience in a global organisation • Experience in the | <i>Shortlisting</i> |

| <p>complex organisation.</p> <ul style="list-style-type: none"> ▪ Demonstrable experience in developing marketing strategies and plans ▪ Demonstrable experience in delivering large-scale marketing projects with clear marketing outcomes ▪ Demonstrable experience in managing supplier relationships | <p>international education industry</p> | |
|---|---|--|
| Role Specific Skills (if any) | | Assessment Stage |
| <p>CIM Marketing Competencies</p> <p>Insights (Level 3) Analyses and presents information from research and customer feedback as insights</p> <p>Integrated marketing communications (Level 3) Develops marketing communications campaigns using both physical and digital tools</p> <p>Partnership marketing (Level 3) Implements processes aligned with company values to maintain corporate reputation</p> <p>Monitoring and measuring effectiveness (Level 3) Collects, synthesises, analyses and reports measurement data</p> <p>Participates in reviews of marketing activities using measurement data and analytics to identify improvements</p> <p>Delivers integrated marketing communications campaigns using both physical and digital tools</p> <p>Ensures that all marketing activities comply with corporate governance processes and relevant legislation and regulation</p> <p>Uses social analytics and listening tools to identify improvements to organisational processes that will enhance social reputation</p> | | <p><i>Shortlisting AND Interview</i></p> |
| 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 2) - Analyses project data: Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p>Planning and organising (level 2) - Plans ahead: Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p> <p>Analysing data and problems (level 2) - Uses data: Reviews available data and identifies cause and effect, and then chooses</p> | | <p><i>Shortlisting AND Interview</i></p> |

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)

Interview

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)

Prepared by:

Date:

Qi Qi

September 2018