

Role Title

Exams Business Development Manager - Exams (Philippines)

Role Information

| Role Type | Pay Band | Location | Duration | Reports to: |
|---|------------|----------|------------|------------------------------------|
| Business Development, Opportunity & Pursuit | Pay band 7 | Manila | Indefinite | Exams Cluster Lead, Southeast Asia |

Role purpose

The purpose of this role is to develop and deliver the 2-year market led, integrated cross portfolio Business Development & Sales strategy aligned with Global/Regional Exams strategy working with other British Council colleagues to leverage opportunities and create value for UK Qualifications in the Philippines. This role is ultimately responsible for building and managing demand, ensuring capacity fill, delivering income/surplus targets, ensuring excellent B2B Customer Service and overseeing quality of B2C customer experience. This role will also be part of the Philippines leadership team as well as oversee performance & team working of Exams as a whole. It is envisaged that this will take up to 20% of role focus.

About us

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:

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 the majority of the candidates aspiring to work, live or study overseas. A large B2B2C network of partners endorse almost 40%

of the overall candidate volume, comprised of language centres, education and immigration consultancies and academic institutions among others. Aptis is the second largest product seeing a steady growth through key corporate accounts. Professional and academic examinations are also growing owing to increased demand for globally-recognised qualifications.

This role will have an enhanced focus on business development to deliver the sustained growth of the Philippine Examinations business as a crucial market in Southeast Asia.

Main opportunities/challenges for this role:

- Driving business development of UK qualifications in Egypt, with a particular focus on the school, higher education & corporate sectors;
- Leading motivated & high performance a business develop team that upholds customer service culture;
- Increasing recognition of British Council qualifications, negotiating exam delivery partnerships, and ensuring development of audience led BD & Sales strategy;
- Adding value to key accounts in a competitive environment
- This role will involve considerable travel and on occasions working out of office hours due to events and meeting external stakeholders needs

Main Accountabilities:

Commercial planning

- As part of a wider SBU or country team, contributes to the development and delivery of customised, local business development initiatives, which are capable of achieving agreed targets (e.g. on margin, income, impact and take up) and are aligned to relevant corporate and regional priorities.
- Analyses and assimilates multiple commercial data sets and indicators (e.g. profitability, market dynamics, competitive potential, volumes, sales effectiveness, fundraising/partnership targets etc) to produce tailored reports on performance and trends that assist more senior management in identifying areas for new, additional or modified business development activity
- Manage delegated business development budgets, with monitoring and reporting according to the agreed timetable
- Ensure contracts & invoices issued in line with British Council finance policy, with sufficient supporting documentation for all exams to facilitate reconciliations
- Be financial and administrative signatory as per delegated authorities

Market & customer intelligence

- Keeps updated and has extensive knowledge of the market within their area of focus, from both a supply and demand perspective.
- Monitors local market-related, customer-related information and feedback relevant to their area of focus, to support the maintenance of the British Council's commercial competitive edge and professional reputation. Highlights to senior management when remedial action is required and makes suggestions about possible solutions, based on previous experience and knowledge of standard business practices.
- Identifies & assesses market opportunities/needs using marketing insights to develop & deliver audience led BD & Sales strategy, priorities & plan;
- Leads contribution into Demand Planning, achieving high levels of sales forecasting accuracy and embed Global framework at Country/Geography level
- Agrees Marketing Plan and Customer Services requirements, as well as reviews effectiveness

Winning business

- As part of a wider team, provides professional input to support the development of high quality, competitive and customer/market-focused bids, tender submissions, programme plans and sponsorship

appeals, which are capable of generating specified commercial returns and cultural relations impact.

- Recognises limits of own knowledge and draws appropriately on the technical/professional/functional expertise needed from other colleagues to ensure local business development initiatives are based on high quality content, accurate costing, sound commercial/contractual terms, appropriate risk mitigation measures and are aligned to corporate priorities and plans
- Manages and reviews effectiveness of partnership (agency) model and input into physical foot print strategy

Account & stakeholder management

- Assists in the planning, establishment and maintenance of nominated account/stakeholder/partner or sponsor relationships, in accordance with the relationship strategy and objectives set out by the designated Account Manager or SBU/country priorities
- Maintain a contact database and build relationships with key external contacts at a senior level in support of the plan
- Identifies and shares examples of process/procedural best practice with colleagues in the country/region to drive continuous improvement in key account management and stakeholders

Brand/product knowledge & promotion

- Builds effective working relationships with a variety of SBU and regional colleagues, and a range of information-gathering techniques, to maintain a full and current understanding of product/programme/sector developments and priorities.
- Contributes to the planning, monitoring, execution and evaluation of promotional, marketing, PR and outreach collateral/activities within their area of product/programme/customer/market focus.
- Leads and embed excellent Business Pursuit and Account Relationship Management aligned with Global/Regional frameworks

Leadership & management

- Provide strategic leadership for the Exams team in order to meet financial and non-financial targets
- Undertakes regular quality checks and reviews, following agreed corporate or relevant external protocols, to monitor the quality, consistency and effectiveness of service/product delivery
- Makes recommendations on procedural improvements and other operational initiatives to drive enhance team performance, cost effectiveness, service quality and efficiency
- Plans and prioritises own work activities to ensure effective delivery of diverse responsibilities and internal customer deliverables over a monthly to quarterly time horizon
- Embeds effective Team performance and leads empowerment/decision making at the right level, encourages a culture of pro-active performance management
- Manage and be accountable for business risks that relate to exams

Key Relationships:

Internal

- *Country & Regional Marketing*
- *Cluster/Regional Commercial Managers*
- *Country Director & SMT*
- *Customer Services*
- *Finance*
- *Exams Regional Management Team*

External

- *B2B/B2G/B2I Customers*
- *Exam agents and partners*
- *Exam boards, educational institutions, professional bodies, corporations,*

| Role Requirements: | | |
|---|--|----------------------------|
| Threshold requirements: | | Assessment stage |
| Passport requirements/ Right to work in country | | Shortlisting |
| Direct contact or managing staff working with children? | Yes. (Appropriate police check is essential) | N/a |
| Notes | | |
| Person Specification: | | Assessment stage |
| Language requirements (DELETE IF NOT APPROPRIATE) | | |
| <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) | <ul style="list-style-type: none"> Fluent in written and spoken Filipino | 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 | | Shortlisting |
| Role Specific Knowledge & Experience | | |
| <i>Minimum / essential</i> | <i>Desirable</i> | <i>Assessment Stage</i> |
| <ul style="list-style-type: none"> Relevant work experience in a Business Development role Experience of team leadership Demonstrable experience of sustaining and/or growing a product/service in line with strategic priorities for income and impact Significant experience collecting and analyzing client/stakeholder feedback and using the data to identify business needs and obstacles; works to resolve them. Takes a pro-active approach to identifying ways in which services can be improved, and takes these forward | <ul style="list-style-type: none"> Business development experience in English or Education sector Insight on education sector in Philippines Detailed knowledge of UK examinations and qualifications Change Management Assessment Literacy | Shortlisting |
| Role Specific Skills (if any) | | Assessment Stage |
| <ul style="list-style-type: none"> Presentation skills | | Shortlisting AND Interview |
| British Council Core Skills | | Assessment Stage |
| <p>Communicating and influencing (level 3). Is creative and adaptable in communications Able to use a range of non-standard and creative approaches to inform, and persuade others, extending beyond logical argument to influence decisions and actions in a way which is inclusive and engaging.</p> <p>Managing people (level 3). Manages a team Provides full line management to a team where all members are working in a similar area of expertise or business. Scope includes planning, setting objectives, role modeling an inclusive culture, recruitment, development and performance</p> | | Shortlisting AND Interview |

management.

Finance and resource management (level 3) Supports budget management

Monitors and controls an agreed budget within a defined area, producing reports and analyses and contributing to planning.

Commercial and business development (level 3) Develops viable business

Defines and develops products/programmes/services which deliver British Council goals on impact, income and surplus within a defined area of business that responds to market opportunities and aligns to wider corporate strategies.

Account and partnership management (level 3) Builds account teams

Identifies and deploys teams of British Council staff whose attributes match the stakeholder/ customer/partner's needs, and adapting proposals to accommodate the needs of the other party.

British Council Behaviours

Assessment Stage

Making it happen (more demanding):

Challenging myself and others to deliver and measure better results

Interview

Connecting with others (more demanding):

Actively appreciating the needs and concerns of myself and others

Working together (more demanding):

Ensuring that others benefit as well as me

Being accountable (more demanding):

Putting the needs of the team or British Council ahead of my own

Prepared by:

Date:

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