

Role Title

Sales and Customer Services Manager

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Sales & Customer Service	G	Based in Porto (working in Coimbra at least 1 day a week)	For a minimum of 2 years on Comissão de Serviço	Director Marketing and Sales

Role purpose

The main duty is to secure excellent sales results via building a high performing sales team while ensuring a high quality customer experience in handling enquiries about our English language services.

To act as British Council's ambassador and provide top quality services to all customers meeting all Key Performance Indicators (KPIs) and deliver Sales & Customer Management services in order to enable the Council to meet its business targets. To build commercial relationships, identify and develop business opportunities for the Teaching Centre.

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:

Portugal is one of the organisation's oldest established operations with centres in Lisbon, Porto and Coimbra, as well as branches and partnerships with schools. Its core business is in the teaching, learning and assessment of English, with well-established teaching centres and exams businesses in all three locations and a full cultural relations offer led out of Lisbon, including work in the arts and creative industries, education and society. There are almost 200 members of staff, of which about 75% are teachers, working out of our 6 centres and branches in Lisbon, Porto and Coimbra. British Council Portugal works closely with the Spain operation and has some shared resources.

Portugal is part of the Europe region. The Portugal Teaching Centre is one of the busiest 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. Our customers engage with us face-to-face, online, through email and via the phone, and as a result we have a comprehensive Sales and Customer Services Team to ensure an efficient level of service. This post is part of the Marketing and Sales structure.

Main opportunities/challenges for this role:

To support the development and implementation of an effective sales strategy that boosts student enrolment, for Young Learners and Adult English courses offered by the British Council.

To lead a team of Sales and Customer Services Consultants, to monitor performance, motivate and coach them to achieve business plan targets for student enrolment and retention.

To build commercial relationships, mainly in the corporate area.

Main Accountabilities:

- Build, lead and motivate the Sales and Customer Services Team to achieve and exceed sales targets and making informing decisions on action and strategy to ensure the sound financial performance of the Teaching Centres.
- Prioritise relationship building as a key responsibility and ensure appropriate levels of communications are maintained with both internal and external customers in terms of professionalism, content and frequency.
- Monitor and report on a regular basis to the management team on performance of the Sales and Customer Services Team and the business against all targets
- Ensure all administrative duties of the Sales and Customer Services Team are completed accurately and on time and all British Council policies are adhered to where relevant.

Main duties

General

Demonstrate strong leadership and team-working skills and engage positively with colleagues. Espouse and uphold British Council values and behaviours.

Leading the team

Ensure that the team members fully understand their roles, responsibilities and duties and have agreed targets to work towards and a clear job plan.

Identify any gaps in skills / knowledge to ensure staff is equipped to perform their duties.

Work closely with each team member to achieve continuous improvement in performance.

Improve and maintain the level of product knowledge of the teams.

Implementing efficient and effective sales strategy, processes and procedures

Review and analyse tasks and duties of the sales team and make recommendations to improve efficiency and effectiveness of the roles.

Track and set sales targets for each team member.

Monitoring and reporting on performance of the team against all targets and other data preparation

Track and monitor both individual and team performance against all targets on a daily/weekly and monthly basis and report to management with any recommendations for action.

Ensure that all data and enquiries are tracked properly and accurately using the tools and systems available.

Developing Business

Identify and develop business opportunities for the teaching centre. Build and maintain relationships with commercial partners. Work with academic team to develop coherent offers.

Administration and financial

Ensure British Council policies and procedures are followed in terms of the finance function, HR function and EDI (Equality, Diversity and Inclusion).

Ensure FABS and TCMS registration system records are maintained accurately and on time.

General financial and accounting support.

Ensure that all income collected is reconciled and posted accurately in system.

Other Responsibilities and duties

As part of the Management Team serving both new and existing customers you will be required to support and assist your colleagues from time to time in tasks that ensure the smooth running of the Centre. These include participation at Sales & Marketing Events, Open Days, Parent Events, Seminars, Evening Receptions, off-site branches and Examinations promotions, for example.

Any other related duties as assigned by the Line Manager.

Other important features or requirements of the job

The successful candidate will work a 5-day week on a shift system from Monday to Saturday, between Porto and Coimbra. Evening and weekend working is part of the rota.

Our Equality Commitment:

Valuing diversity is essential to the British Council's work. We aim to abide by and promote equality legislation by following both the letter and the spirit of it to try and avoid unjustified discrimination, recognizing discrimination as a barrier to equality of opportunity, inclusion and human rights. All staff worldwide are required to ensure their behavior is consistent with our policies.

The British Council is committed to a policy of equal opportunity and is keen to reflect the diversity of UK society at every level within the organization. We welcome applications from all sections of the community. In line with the British Council's Child Protection policy, any appointment is contingent on thorough checks. In the UK, and in other countries where appropriate systems exist, these include criminal records checks.

The British Council believes that all children have potential and that every child matters – everywhere in the world. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC 1989.

Key Relationships:

- Customers & Partners
- Marketing and Sales team
- Teaching Centre and Exams teams
- Teachers
- Projects team
- Portugal Leadership team
- Regional teams

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	Yes	N/a

managing staff working with children?		
Notes	Conditional offer pending Local Police checks (registo criminal)	
Person Specification:		Assessment stage
Language requirements		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Proficient and fluent speaker and writer of Standard English - C1 CEFRL level Proficient and fluent speaker and writer of Standard Portuguese – C2 CEFRL level 		<i>Shortlisting and/or interview</i> <i>Shortlisting and/or interview</i>
Qualifications		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> University Degree Language proficiency qualification for second language - English IELTS 7.5, C1 Advanced, Aptis C1 	<ul style="list-style-type: none"> University Degree in Business or Sales 	<i>Shortlisting</i>
Role Specific Knowledge & Experience		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> 5 years sales experience with a proven track record 2 years managerial experience leading a sales team, preferably in a service industry. Experience in managing change projects to drive business and/or improve levels of sales and customer service. 		<i>Shortlisting and/or references</i> <i>Shortlisting and/or Interview</i>
Role Specific Skills		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Knowledge of CRM Sales techniques Coaching, mentoring and training skills Excellent customer management skills 		<i>Shortlisting and/or Interview</i>
British Council Core Skills		Assessment Stage
Managing People (Level 2) Supervises a small team of people doing similar jobs to deliver short term tasks to agreed quality and time standards.		<i>Shortlisting and Interview</i>
Communicating and Influencing (Level 2) Relates communications to circumstances Displays good listening, writing and speaking skills, setting out logical		

<p>arguments clearly and adapting language and form of communication to meet the needs of different people/audiences.</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>Commercial and Business Development (Level 2) Analyses trends Researches markets and conducts cost/benefit analyses to identify new opportunities or recommend improvements to current initiatives.</p> <p>Using technology (Level 2) Operates as an advanced user Works as an advanced practitioner in the use of office software and/or British Council standard and social media platforms and trains or coaches others in their use.</p>	
British Council Behaviours	Assessment Stage
<p>Being accountable (More demanding) Putting the needs of the team or British Council ahead of my own.</p> <p>Working together (More demanding) Ensuring that others benefit as well as me.</p>	<i>Interview</i>
<p>Making it happen (More demanding) Challenging myself and others to deliver and measure better results.</p> <p>Connecting with others (Essential) Making regular opportunities to understand others better.</p> <p>Creating Shared Purpose (Essential) Communicating an engaging picture of how we can work together</p> <p>Shaping the Future (Essential) Looking for ways in which we can do things better</p>	<i>Not used for the recruitment and selection process</i>
Prepared by:	Date:
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