

Role Title

Global Business Development Manager, Professional Skills

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Business Development	F/7	Singapore	2 years	Global Manager, Professional Skills

Role purpose

To carry out global and regional business development to achieve Professional Skills' business plan targets and global and regional strategic objectives.

As government funding declines, the British Council needs to find an alternative means to promote and maintain its cultural relations agenda and its engagement with institutions and individuals overseas through the encouragement of educational cooperation between the United Kingdom and other countries and the promotion of the advancement of education overseas.

Professional Skills provides a fully-integrated British Council offer, which encourages lifelong engagement with the British Council and access to UK education and professional development.

The Professional Skills global team sets the direction, provides support and carries out quality assurance to enable British Council country teams to deliver soft skills and professional development training on a global scale through a network of surplus-generating Professional Skills Centres. Through supporting these teams with their business development work, the role will assist in positioning the British Council and the UK as a leading authority in skills for employability globally and as the partner of choice for key decision-makers in both the public and private sectors.

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 overview:

Singapore is an island republic at the southern end of the Malayan Peninsula. This city-state has a population of approximately 4 million. It is a clean, well-organised state ambitious to become a modern showcase city.

There are few natural resources and the Government's policy is to build a strong economy based on the technical skills of its population. Education plays an important role in this and English is seen as the key to knowledge and the international market.

The role of English is further enhanced by the fact that the population is made up of a mix of Chinese (of various dialect backgrounds), Malays, Indians, and a small percentage of "others". There are four official languages - Mandarin Chinese, Malay, Tamil and English. English is used heavily as the lingua franca. All but a small percentage of education is conducted in English, a good pass in the Cambridge University set O-level English examination being important if a student wishes to go on to higher education. English is also heavily used in business although there are sectors where Chinese is the most important language.

Singapore can offer a very comfortable lifestyle because of its relatively clean environment and stable society. Crime rates are low and the political climate is stable.

Main opportunities/challenges for this role:

- Growth of a sustainable business aligned to regional and country objectives, priorities and agreed targets, maximising generation of surplus and impact.
- Building and managing internal and external relationships to position British Council more effectively in the area of Professional Skills

Main Accountabilities:

Commercial and business development (75%)

- Contribute to the Professional Skills global marketing strategy, along with the Professional Skills global team
- Implement the global marketing strategy in all Professional Skills regional and country teams to ensure a joined-up approach to marketing and achieve economies of scale
- Undertake marketplace analysis to ensure cutting edge products and services are on offer to meet the changing needs of the market and meet demand
- Evaluate competitor products, services and marketing strategies and ensure the British Council's point of difference is clear in the various markets
- Build high level relationships with multi-national companies at a regional and global level to develop, maintain and grow a global network of contacts for business development to ensure a healthy pipeline and grow a sustainable business
- Lead the negotiation of global and regional contracts, to ensure that the Professional Skills achieves the planned financial and strategic objectives.
- Act as the main point of contact between business development, academic and digital team members to ensure products and services closely meet the needs of client organisations and participants
- Liaise with country teams on the planning and delivery of global and regional contracts to ensure a consistently high-quality customer experience

- Research large-scale contract opportunities and liaise with country teams, including supervising the submission of tenders and proposals, to enable them to respond to these
- Negotiate and manage licencing agreements with clients to ensure British Council Intellectual Property is always protected and collaborate with regional compliance teams where required
- Contribute to the Professional Skills Customer Excellence project to ensure continued improvements in customer management
- Implement the Salesforce CRM software with all Professional Skills teams globally and coach teams to allow for the global recording, reporting and sharing of data to ensure a joined-up approach to business pursuit and facilitate global and regional contracts
- Ensure M&E processes are implemented to gather data and impact stories and manage the storage of these for business development purposes
- Maintain a detailed understanding of all British Council products and services to ensure cross promotional opportunities are maximised globally and across SBUs

Support for and quality assurance of country business development teams (20%)

- Participate in recruitment and induction of business development staff to ensure the most effective teams are in place
- Develop a business pursuit guidance pack to support country business development teams
- Mentor business development teams to develop capability and ensure they are able to grow the business
- Contribute to all aspects of the yearly planning, forecasting and reporting cycle with Professional Skills country teams to ensure Professional Skills' commercial targets are met
- Report progress of specific countries on a monthly basis to the Professional Skills Manager and participate in regular business reviews
- Carry out quality assurance of business development teams, make recommendations for improvements and report these to the Professional Skills Global Manager to ensure continued improvement

Global team planning, forecasting and reporting (5%)

- Develop and implement tactical plans for the business development and marketing aspects of the Professional Skills global strategic plan to maximise the effectiveness of the global strategy.
- Contribute to all aspects of yearly planning, forecasting and reporting for the Professional Skills global team
- Give feedback to the Professional Skills Global Manager on the global Professional Skills team's ways of working, processes, procedures and resources to enhance efficiency and productivity.

Other

- Actively engage in professional development and performance management to

ensure quality standards are being achieved and maintain British Council's position at the forefront of best Professional Skills practices

- Ensure safeguarding and guidelines are applied and upheld in line with standards and policy for the following areas:
- Equal Opportunity and Diversity
- Health and safety
- Any other duties necessary to support the business and wider aims of Professional Skills

Key Relationships:

Internal

- Professional Skills Global Team
- British Council leadership, regional and country teams
- Professional Skills country team members, including managers, business development managers, trainers, customer service and admin teams
- Other wider British Council teams

External

- Ministries and trade associations
- Clients and potential clients
- Programme participants

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	UK nationals need to apply for a UK Disclosure and Barring Service (DBS) check. Nationals of other countries need to provide an enhanced disclosure from that country. In addition all new trainers should acquire a police check from their current country of residence. All the above need to be applied for prior post.	Shortlisting
Direct contact or managing staff working with children?	No Ability to work in a way that promotes the safety and well-being of young people	Interview
Notes	You may be required to work off-site. National or international travel may be required occasionally. Flexible working is also required and there may be some weekend or evening work at times.	Interview

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"> High proficiency in English i.e. full mastery of English across all 4 skills equivalent to user (CEFR C2) IELTS Band 8/9 in each of 4 sections of the academic module 		Shortlisting

Qualifications

<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Undergraduate/university degree 	<ul style="list-style-type: none"> Further qualifications in business studies, sales & or marketing 	Shortlisting

Role Specific Knowledge & Experience

<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Substantial, recent and continued experience (approx. 5 years) of business development Extensive experience of developing and managing relationships with a wide range of stakeholders including external clients / partners / suppliers Proven ability to develop capabilities of team members 	<ul style="list-style-type: none"> At least 3 years' experience of business development in a training/education programmes 	Shortlisting AND Interview

<ul style="list-style-type: none"> Knowledge and practical experience of using CRM software 		
Role Specific Skills (if any)		Assessment Stage
<ul style="list-style-type: none"> Working successfully in complex matrix environment 		Shortlisting AND Interview
British Council Core Skills		Assessment Stage
<p><i>Developing Business: Level 4 (Leads business development)</i> Able to plan and deliver business development activities for a major and/or new market category which is significant for the British Council.</p> <p><i>Communicating and influencing: Level 4 (Uses influencing techniques)</i> Uses formal and informal negotiating and motivation techniques to influence others' behaviour and persuade them to think and act differently, while respecting difference of view and culture.</p> <p><i>Analysing Data and Problems: Level 3 (Analyses patterns)</i> Seeks out and examines a range of information to identify patterns, trends and options, to solve multifaceted and complex problems.</p>		Shortlisting AND Interview
British Council Behaviours		Assessment Stage
Behaviours assessed during interview stage of recruitment process:		Interview
<p><i>Connecting with others (More Demanding)</i> Actively appreciating the needs and concerns of myself and others</p> <p><i>Being accountable (More demanding)</i> Putting the needs of the team or British Council ahead of my own</p> <p><i>Making it happen (Most demanding)</i> Achieving stretching results when faced by change, uncertainty or major obstacles</p> <p>Please note: the other behaviours below will not be assessed at interview. However, all behaviours will be used for performance management purposes.</p> <p><i>Working together (More demanding)</i> Ensuring that others benefit as well as me</p> <p><i>Creating shared purpose (More Demanding)</i> Creating energy and clarity so that people want to work purposefully together</p> <p><i>Shaping the future (More demanding)</i> Exploring ways in which we can add more value</p>		
Prepared by:		Date:
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