

## Role Title

Marketing Manager (Young Learners)

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Marketing	PB6 / G	Seoul, Korea	10 months fixed-term (maternity leave back-up)  <i>*Candidates could be considered for a permanent position at the end of the contract depending on performance</i>	Head of Marketing, English

## Role purpose

Develop and implement effective integrated marketing campaigns to promote the English courses for Young Learners in line with corporate branding and achieve business and marketing objectives and KPIs.

## 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. 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.

### **Geopolitical/SBU/Function overview:**

There is a huge demand for English in Korea. Our target audiences see English as a way of improving their lives through both social and economic advancement. The British Council is constantly looking at ways to reach more learners and meet their needs by adapting our services in response to their changing lifestyles and preferences.

British Council Korea currently operates in 6 locations in Seoul; City Hall, Euljiro, Mokdong, Seocho, Gangnam and Jamsil. We are one of the biggest among the global network with thousands of adult and young learner students at any one time. The centre operates 7 days a week, 46 weeks a year and currently has over 5,400 learners (2,600 YLs and 2,800 Adults) per teaching term on established on-site programmes. Last year, we reached over 65 million people directly and 731 million people overall including online, broadcasts and publications.

The Marketing Manager, English for YL, works as part of the Teaching Centre Marketing Team which is led by the Head of Marketing. This person works closely on managing and developing integrated marketing campaigns for the Teaching Centre's English courses for YL with different products, mainly on Primary Plus and Returnees. The holder of this post will specifically support

the Head of Marketing on strategic marketing planning and marketing and execute promotional activities with good mix of ATL and BTL marketing activities including PR and Digital.

### **Main Accountabilities:**

- Lead on the planning, delivery and evaluation of and accountable for the integrated marketing campaigns for the English courses for YL in achieving the business and marketing KPIs
- Liaise with agencies for planning and execution of creative development, ensure all the materials are consistent and of high standards as well as meet corporate and professional standards
- Analyse and evaluate the ROI and effectiveness of marketing campaigns with recommendations for improvement
- Plan, monitor and reforecast the marketing budget
- Curate digital and social media contents and manage web services vendor(s) on content updates and promotional materials developments for the corporate website and social media channels
- Identify suitable strategic partners, build strong relationship with them and ensure great collaboration and maximize share of voice in the joint-marketing activities
- Organize customer engagement events and handle on-site arrangement with the SCM team
- Conduct research (in-house or external) and analysis with recommendations on the research validity, sample size and the right methodology
- Conduct web analytics and other digital marketing initiatives e.g. Search Engine Marketing (SEM) and Search Engine Optimisation (SEO)
- Work closely with the Head of Communications on PR/media activities and partnerships

### **Other responsibilities and main duties:**

- Liaise with and manage external service providers including digital marketing agency, design house, market research agencies, photographers, translators, etc.
- Conduct regular competitive analysis and keep the team up to date with marketing trends especially on English Education, mom's interests, and digital/ social media trend.
- Ensure internal and external stakeholders follow the brand guidelines and relevant corporate policies
- Support marketing campaigns and initiatives by the Teaching Centre Marketing Team when necessary.

### **Personal and professional development:**

- Demonstrate a commitment to reflective practice, professional and organisational development objectives, taking advantage of opportunities to enhance qualifications and or gain/share knowledge
- Make a positive contribution to team meetings and give suggestions to management for improving marketing practices and procedures
- Take part fully in the performance management system
- Undertake training in areas of professional interest
- Keep abreast of current trends and product/service knowledge in English Courses

### **Key Relationships:**

#### ***Internal***

Head of Marketing, Marketing Team, Regional Marketing/Digital teams, Head of Adults, Head of Young Learners, Director English Language Services, Sales and Customer Management team, Senior Teachers, co-ordinators, teachers

**External**

Media, advertising agencies, design houses and other vendors, partners and suppliers

**Role Requirements:**

Threshold requirements:		Assessment stage
<b>Passport requirements/ Right to work in country</b>	Due to work permit/visa restrictions the British Council will not be able to sponsor work permit and working visa for this post. You therefore will need to be able to provide your own work permit and working visa to be considered for this post.	Shortlisting
<b>Direct contact or managing staff working with children?</b>	Yes	N/A
<b>Notes</b>	<ul style="list-style-type: none"> <li>Attendance at events and other professional demands will involve working occasional unsocial hours.</li> <li>Ability to travel out of Seoul, Korea and be away from home for regional meetings, staff development and other professional purposes.</li> </ul>	
Person Specification:		Assessment stage
Language requirements		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>Written and oral communications skills in English (IELTS level 7.0 equivalent)</li> <li>Fluent in Korean</li> </ul>		Shortlisting AND Interview
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>University degree</li> </ul>	<ul style="list-style-type: none"> <li>Preferably in Marketing or Business Administration</li> <li>Additional professional qualifications in marketing that covers general and digital marketing</li> </ul>	Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>

<ul style="list-style-type: none"> <li>▪ A minimum of five years' solid working experience and track record of managing, developing and executing successful integrated marketing campaigns</li> <li>▪ Experience on managing various Marketing agencies (PR, Digital, ATL, BTL etc.)</li> <li>▪ Leading a team at a sizeable organisation</li> <li>▪ Creative-thinking and self-motivated</li> </ul>	<ul style="list-style-type: none"> <li>▪ Collaborating with partners for marketing programs</li> <li>▪ Commissioning and coordinating market research</li> <li>▪ Experience in managing customer engagement events</li> </ul>	Shortlisting AND Interview
<ul style="list-style-type: none"> <li>▪ Planning, monitoring and reforecasting budgets</li> </ul>		
<b>Role Specific Skills</b>		<b>Assessment Stage</b>
<ul style="list-style-type: none"> <li>▪ Korean typing and able to produce marketing content in Korean</li> <li>▪ Excellent communication skills – being able to communicate and articulate the messages to different parties effectively</li> <li>▪ Good presentation skills</li> <li>▪ Knowledge of the application of print, outdoor, online and digital advertising channels and social media platforms in Korea and choosing the right communication channels</li> <li>▪ Online tracking and web analytics tools such as Google analytics</li> <li>▪ Good understanding of the nature, profile and demands of Korean consumers, especially Korean moms</li> </ul>		Shortlisting AND Interview
<b>British Council Core Skills</b>		<b>Assessment Stage</b>
<p><b><u>Communication and Influencing (Level 3)</u></b>  <b>Is creative and adaptable in communications</b>  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><b><u>Planning and Organising (Level 4)</u></b>  <b>Develops annual plans</b>  Develops and reviews the implementation of annual plans for a work group or function, taking account of business and customer requirements and reconciling competing demands.</p>		Shortlisting AND Interview
<b>British Council Behaviours</b>		<b>Assessment Stage</b>

