

## Role Title

**Academic Manager English**

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Academic	MM1	Gurgaon / Chennai	Indefinite	Head Business Development English

## Role purpose

The postholder will provide academic management and delivery to facilitate Business development. This includes recruiting, managing and developing a team of English and communication skills trainers, to ensure they deliver the highest quality training; curating and creating blended and eLearning solutions as per clients' needs, ensuring delivery meets client needs as well as British Council quality standards and ensuring monitoring, evaluation and learning is implemented in all our work. You will work as a part of the India English team to pursue and deliver contracts to build the business and meet challenging targets. This is a challenging but stimulating and enjoyable role.

## Geopolitical/SBU/Function overview:

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.

The South Asia region is of high priority for the UK and includes India, Pakistan, Bangladesh, Afghanistan, Sri Lanka, Iran (non-represented) and Nepal.

### The British Council In India

The British Council has been operating in India since 1948. Our vision is of a bilateral relationship strengthened by improved economic, social and cultural opportunities for the next generation of young people in India.

We work in arts, education and by sharing the English language and increasingly focus on transformative programmes online (with the aim of reaching of tens of millions of people in 2017 and more in future years) and through partnerships in States across the country. In 2016-17 we engaged with almost 3.2m people through our operations and libraries in New Delhi, Chennai, Kolkata and Mumbai and through centres in Ahmedabad, Bangalore, Chandigarh, Hyderabad, and Pune in partnership with the Indian Institute of Cultural Relations. A ten-year-long programme with State Governments has trained over 1m teachers in government schools and reached 35m children. In addition, in 2016-17 we taught thousands of students in our teaching

centres in New Delhi, Kolkata and Chennai. British Council India Exams business has recently separated into a new entity in Gurgaon and offers UK qualifications to hundreds of thousands of Indians wishing to enhance their English language, academic and professional skills.

The 2017 UK-India Year of Culture was announced by Prime Minister Modi during his 2015 visit to the UK and launched by Her Majesty The Queen and Hon'ble Finance Minister Jaitley at a star-studded reception at Buckingham Palace. The British Council in India curated a programme that celebrated the modern-day relationship between the UK and India, connected with young people and inspired them to build a relationship for the next 70 years. The Year achieved a physical audience reach of 7.5 million people, a total social media reach of 75 million, and press readership of 754 million.

2018 marks 70 years of the British Council in India and the end of the UK-India Year of Culture. We've been inspired every day of the last 70 years by the artists, students, scientists and policy makers we've worked with across India. This year, we want to share the stories of the great things we've done together, tell new stories, and inspire millions of young people to develop connections for the next 70 years.

### **School, English and Skills**

Work within education systems for the continuing professional development of primary and secondary level teachers' skills and knowledge. We bring together UK and India expertise to improve this at the state, district and institution levels by engaging with multiple stakeholder groups and leveraging digital resources where appropriate, leading to improved quality in the classroom and learning for all.

Develop sector-specific skills of teachers and learners including English language, vocational and core skills including critical thinking, creativity and citizenship, through face-to-face, blended and self-access models, improving access to and quality of education and employment opportunities.

Develop the global dimension of educational curricula by establishing links between the UK and India and integrating programmes such as the International School Award to help young people become more globally aware and competitive in international markets in future.

### **English business in India**

The British Council has been teaching English for 80 years around the world. We reach hundreds of millions of people in over 100 countries and support teachers and learners with comprehensive and innovative learning resources. In India and worldwide, we are known and respected for our work in the area of English language teaching, teacher training and assessments. As the world's English experts, we work with governments, institutions, corporate sector, teachers and learners to provide English language learning and teaching solutions that create life-changing opportunities for individuals and their future prosperity.

In India we operate through Centres in New Delhi, Chennai, Kolkata, Mumbai, Ahmedabad, Bangalore, Chandigarh, Hyderabad, and Pune as part of our Diplomatic presence. Our commercial entity (BCEESIPL: British Council English and Examinations Services India Private Limited) offers English language programmes delivered to B2C, B2B and B2G audiences, and which are increasingly digital or blended learning. As part of our commercial English portfolio, we work with individuals, organisations and government as L&D partners and advisors to design, deliver and consult on English, soft skills and core skills learning solutions which are scalable, digitally enabled, modern and flexible.

The other area of focus for BCEESIPL is English and other professional Examinations such as IELTS which are delivered across India.

## **Main opportunities/challenges for this role:**

- Talent management of a geographically dispersed team of trainers and e-moderators.
- Work closely with the business development team to design and deliver service solutions that meets the English language learning needs of clients and customers using digitally enabled solutions.
- Accountability for quality standards of delivery and academic resource capacity and capability.
- Responsible for delivering to the Academic Quality Plan.
- Support achievement of business targets.
- Client management.

### Main Accountabilities:

- Recruit, manage, professionally develop and deploy a network of trainers that meet and exceed quality standards and client expectations
- Contribute to meeting of income and impact targets by providing academic support and input to business development team through client meetings and proposals
- Contribute to development of relationships with actual and potential clients, resulting in new business opportunities, as well as repeat business.
- Manage delivery of training commitments, to meet quality standards, ensure client satisfaction and use resources efficiently and to corporate standards
- Ensure relevant course content that meets client expectations and corporate quality standards and is digitally enabled
- Engage in monitoring and evaluation, feedback and reporting as per the academic strategy for English.
- Have a thorough understanding of global as well as local British Council courses / products and use this to meet client needs.

### Key Relationships:

#### Internal

- Head Business Development English
- Assistant Director English
- Senior Manager Business Development English
- Operations Manager English
- Other Academic Managers in English and Education
- Trainers
- Customer Service managers and teams
- India English marketing, business development and operations teams
- Other British Council colleagues

#### External

- Clients – current and potential
- Course participants
- External consultants

### Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Legal right to work in India	Shortlisting
Notes*	Travel across India required. Occasional overseas travel will be required. Some evening and weekend working may be required.	

Person Specification:		Assessment stage
<b>Language requirements (DELETE IF NOT APPROPRIATE)</b>		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>CEFR C2 equivalent of C2 in English</li> </ul>		Shortlisting and/or interview
<b>Qualifications</b>		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>Graduate degree</li> <li>Cambridge CELTA</li> <li>Cambridge DELTA or equivalent or commitment to complete the DELTA within year 1 of being in post (applicants with equivalents should check validity before proceeding)</li> </ul>	<ul style="list-style-type: none"> <li>Qualification in business management or marketing</li> <li>Certification in e-moderation</li> </ul>	Shortlisting and/or interview
<b>Role Specific Knowledge &amp; Experience</b>		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>Knowledge of blended learning, eLearning and/or mobile learning</li> <li>Proven track record of delivering English language and soft skills training programmes for corporate or institutional clients in relevant sectors</li> <li>Some experience of undertaking teaching observations, mentoring, teacher training, line management and professional development of teachers</li> </ul>	<ul style="list-style-type: none"> <li>Business development experience</li> <li>Experience of creating and/or delivering blended learning solutions and e-moderation</li> <li>Digital or blended learning product development experience</li> <li>Experience or knowledge of assessment solutions</li> </ul>	Shortlisting and/or interview
<b>Role Specific Skills</b>		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Teaching Skills (level 2) <ul style="list-style-type: none"> <li>Course and Lesson Planning</li> <li>Classroom Management</li> <li>Learning Technologies</li> <li>Subject Knowledge</li> <li>Understanding Your Learners</li> </ul>		Shortlisting and/or Interview
<b>British Council Core Skills</b>		<b>Assessment Stage</b>
<b>Project Management Level 1</b> <b>Using Technology Level 2</b>		Shortlisting and/or Interview
<b>British Council Behaviours</b>		<b>Assessment Stage</b>

<b>Creating shared purpose</b> – More demanding <b>Connecting with others</b> – More demanding <b>Making it Happen</b> – More demanding	<i>Interview</i>
<b>Prepared by:</b>	<b>Date:</b>
Shivangi Gupta, Assistant Director English	12 June 2018