

## Role Title

Marketing Officer, KSA

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Local Temporary Contract	PB4/H	KSA – Riyadh	6 weeks	E&E Marketing Manager KSA

## Role purpose

The overall purpose of this role is to support the implementation of the marketing strategy and plans for the country, support to programme implementation by executing traditional and online marketing campaigns.

## 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.

## Function overview:

Marketing at the British Council is a strategic function which drives awareness, understanding and engagement with us across our diverse audiences. We use insight, knowledge and analysis of our market and our customers to engage them with the British Council's international cultural relations mission, our products and services in the most impactful and effective way. We lead the development of our brand and use our expertise to tell inspiring stories to enhance our global reputation, build lifelong relationships, engage our staff and prove the impact of what we do.

The Middle East and North Africa (MENA) Marketing Directorate plays an essential role in helping us to make a positive contribution to the UK and the communities where we work - 17 dynamic and diverse countries in MENA. The Directorate is driving an approach to marketing excellence through an integrated team of marketing professionals that include specialists working in communications, insights and analysis, marketing performance and digital communications. The work is varied, challenging and rewarding, and supports a portfolio of work in English language teaching services, examinations and professional qualifications, education programmes, and arts and society initiatives.

To join this high functioning team, we are looking for candidates who are adaptive and innovative. Prepared to think differently, drive value and demonstrate high levels of expertise and professionalism. They will be dedicated to growing the impact and reputation of the British

Council and work seamlessly across many countries, supporting the requirements of multiple business units.

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

- Supports the implementation of the regional marketing strategy by performing marketing activities for our programmes and services, contributing to the overall country, regional and global strategic objectives for the British Council in a flexible, cost-effective way.
- Supports the implementation of innovative online marketing campaigns aimed at creating and maintaining a vibrant community of people interested in our programmes and services.

### **Main Accountabilities:**

#### **Country marketing plan delivery**

- Supports the execution of the marketing strategy and plans for the country.
- Supports the development and execution of campaign strategies, both traditional and online, to support a variety of routes to market and maximise impact and share of voice.
- Follows agreed marketing processes in a consistent manner.
- Monitors and reports on agreed marketing KPIs with agencies for the country as agreed with the Head of Marketing.
- Proactively shares results and best practice across the cluster/region marketing team and with regional and SBU leaders and the Marketing Community of Practice.

#### **Consultancy, analysis and problem-solving**

- Applies core technical knowledge to support the development of new or improved practice to drive business growth and reduce duplication of activities and expenditure.

#### **Internal customer focus**

- Supports others with understanding of the local context, opportunities and challenges for marketing functions and teams.
- Facilitates successful internal knowledge sharing within the region by sharing case studies and best practice.
- Proactively seeks internal customer and other stakeholder feedback to monitor satisfaction with the provision of marketing services for the region and discuss those with the country and cluster marketing teams.

#### **Service improvement**

- Supports the implementation of new marketing approaches and/or techniques which enhance efficiency and wider business impact, ensuring alignment to the country marketing strategy.
- Supports our work on audiences and market segmentation for the country markets, working closely with the Head of Marketing or the Country Marketing Manager.
- Communicates to customers and colleagues within the country the need for compliance with agreed marketing policies and processes, assisting Head of Marketing in the production of reports at country level to demonstrate compliance as needed.
- Supports the deployment of the British Council brand architecture, monitors country compliance, and support interventions to address and resolve reasons for non-compliance.
- Researches new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums.
- Coordinates the country social media and website content plan with local SBUs following the regional process and share it with the Cluster Digital Communications Officers to implement and review.
- Coordinates with the insights managers following the regional process for insight sharing, research and trends analysis requirements.
- Briefs and works with agencies on marketing campaigns making sure that they are launched on time, they meet the brief expectations and that they deliver to the business objectives.

- Briefs and works with designers and creative agencies to produce campaigns collaterals following the regional and the global brand guidelines and toolkits.
- Monitors and reports on the progress & performance of campaigns offline and online using the available systems and while coordinating with Customer services and media buying agency.

### Functional expertise

- Produce and upload campaign content for different marketing channels, including country website and social media, making sure they are on brand with no broken links and spelling errors.
- Provides proactive professional advice and support to internal customers to ensure local, regional and SBU specific requirements are compliant with marketing policy, process and governance.
- Supports to identify and deliver solutions for different engaging digital initiatives like online streaming, webinars, tweetups etc.
- Proactively pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise.

### Relationship and stakeholder management

- Proactively participates in the Marketing Community of Practice and network of marketing professionals developing good working relationships with marketing colleagues across the organisation and the business and operational teams.
- Develops peer/personal networks within and outside Marketing to enhance own knowledge and expertise.
- Proactively builds and maintains excellent relationships with internal partners and stakeholders to ensure integrated, joined up and future-proofed approaches and solutions.

## Key Relationships:

### Internal

- Head of Marketing
- Marketing Manager, Country.
- Regional and Country marketing teams
- Country English and Exams teams
- Country Programme teams
- Community of Practice advocates and members
- Cluster Digital officers
- Cluster Communications teams
- Customer service

### External

- Suppliers
- Partners

## Role Requirements:

Threshold requirements:		Assessment stage
<b>Passport requirements/ Right to work in country</b>	Rights to live and work in the country in which the role is based.	<i>Shortlisting</i>
<b>Direct contact or managing staff working with children?</b>	No	<i>N/a</i>
<b>Notes</b>	Occasional national and international travel and unsocial/evening hours working	

Person Specification:		Assessment stage
<b>Language Requirements</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	
<ul style="list-style-type: none"> <li>English B2</li> </ul>		
<b>Qualifications</b>		
<ul style="list-style-type: none"> <li>Minimum / essential</li> </ul>	<ul style="list-style-type: none"> <li>Desirable</li> </ul>	<ul style="list-style-type: none"> <li>Assessment Stage</li> </ul>
<ul style="list-style-type: none"> <li>Degree or professional qualification in marketing or business</li> </ul>	<ul style="list-style-type: none"> <li>Relevant external professional accreditation.e.g. CIM, Melcum, GCN, CIPR, WOMMA etc. (or equivalent experience in relevant discipline)</li> </ul>	<i>Shortlisting</i>
<b>Role Specific Knowledge &amp; Experience</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>1 year of experience in a marketing officer or assistant position at a national level within a medium or large organisation.</li> <li>Demonstrable experience of implementing marketing plans</li> <li>Demonstrable experience in managing supplier relationships</li> </ul>	<ul style="list-style-type: none"> <li>Experience in a global organisation</li> <li>Creative design</li> </ul>	<i>Shortlisting</i>
<b>Role Specific Skills (if any)</b>		<b>Assessment Stage</b>
<p>CIM Marketing Competencies</p> <p><b>Insights (Level 2)</b> Identifies and collects information from research and customer feedback as insights</p> <p><b>Integrated marketing communications (Level 2)</b> Contributes to the development of marketing communications campaigns      Delivers integrated marketing communications campaigns using both physical and digital tools</p> <p><b>Monitoring and measuring effectiveness (Level 2)</b> Supports the collection and reporting of measurement data      Supports reviews of marketing activities to identify improvements</p>		<i>Shortlisting AND Interview</i>
<b>British Council Core Skills</b>		<b>Assessment Stage</b>
<p><b>Communicating and Influencing (Level 2) - Relates communications to circumstances:</b> Displays good listening, writing and speaking skills, setting out logical arguments clearly and adapting language and form of communication to meet the needs of different people/audiences.</p> <p><b>Managing projects (Level 2) – Analyses project data:</b> Examines</p>		<i>Shortlisting AND Interview</i>

project data and performance, reporting on progress and recommending corrective action as needed.

**Planning and organising (level 1) – Is methodical:**

Able to plan own work over short timescales for routine or familiar tasks and processes.

**Analysing data and problems (level 1) – Is systematic:**

Breaks down problems into a list of tasks to be done and decides on appropriate action.

**British Council Behaviours**

**Assessment Stage**

**Connecting with others**

Making regular opportunities to understand others better (Essential)

*Interview*

**Working together**

Establishing a genuinely common goal with others (Essential)

**Making it happen**

Delivering clear results for the British Council (Essential)

**Prepared by:**

**Date:**

Eda Colbert/Dina Tewfik

August 2018