

Role Title

Business Development Manager, Examinations

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Business Development, Opportunity and Pursuit	6/G	Hanoi	Two year fixed term contract	Assistant Director, Country Examinations

Role purpose

The purpose of this role to actively pursue Examinations Business in the country, converting opportunities into business. This includes all aspects of examinations, but with a strong focus on business development across various products and services.

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:

The English and Examinations Strategic Business Unit (E&E) is one of three strategic business units in the British Council (the others being Arts and Education & Society) all of which have the remit to build trust for the people of the UK by building relationships through aspects of our language and culture. E&E achieves this by enabling people across the world to access the life-changing education and work opportunities that are created by learning English or gaining valuable UK qualifications. Promoting the English language also provides a medium for communication, helping break down barriers of misunderstanding or mistrust between cultures. The British Council's 2020 vision for English and Examinations is to be the world authority in high quality English language teaching, learning and assessment, as well as the International distributor of choice for UK professional and school qualifications.

The Examinations business makes a significant contribution to British Council financial sustainability, and as such, it is essential that the business evolves in order to maintain its position in a fast-changing operating context. There is a need to standardise and automate activities across the globe to deliver efficiencies, and there is also a requirement to develop new digital products and services to meet changing customer demands and competitive pressures. In a cost and resource-constrained environment, balancing the on-going requirements and allocation of funds will be critical, as will the integration and planning of the implementation of the different changes across a global network of 110+ countries charged with the on-going delivery of impact and income whilst changing key elements of the supporting operational platform.

Main opportunities/challenges for this role:

- Understanding and foreseeing country conditions to spot and act on opportunities
- Providing timely feedback on commercial planning scenario's that have changed
- Achieving sales/ account targets and ensuring customer satisfaction

Main Accountabilities:

Commercial planning

- Carries out routine monitoring and standard reporting on commercial data involving sales, profitability and/or co-funding and sponsorship opportunities using an agreed set of corporate processes, techniques and report templates.

Market and customer intelligence

- Collects, reports and uses Customer/ Market Intelligence from what is seen/heard on the ground and link to Marketing on Insights
- Inputs into innovation and business development plan/targets.

Winning business

- Identifies Opportunities
- Converts short-list opportunities
- Generates new leads through networking/relationship development
- Analyses customer needs and ensure customer is kept informed throughout process
- Develops value propositions with support from Head of Exams, Marketing Manager and Account Manager
- Manages tender submissions

Analysis and Reporting

- Uses standard procedures and templates, regularly records, analyses and reports on operational activity levels and performance data, to support senior managers in making timely and effective business decisions that respond to operational needs.
- Conducts research, using a range of information channels, into business activities, challenges and key personnel in target customer, partner or sponsor organisations to support developing new business and cultural relations opportunities.
- Coordinates and organises contact with stakeholders in key client/partner/sponsor organisations– e.g. meetings, conference slots, sending targeted marketing or thought leadership materials etc.

Brand/product knowledge and promotion

- Maintains an up-to-date and sound overview of the suite of British Council products, programmes and services to enable the provision of informed business development support to internal colleagues and ensure the British Council brand is promoted accurately and professionally in any communications with actual/prospective customers and partners.
- Within agreed corporate processes, contributes data and/or administrative support, as required, to enable the development and distribution of high quality, customer and market-focused marketing collateral (via a range of channels) to promote the British Council's offer externally.

Leadership and management

- Prioritises own work activities, from long terms plans into day to day activities.
- Builds relationships and uses influence to work with others internally to grow the business

Key Relationships:

Internal

- *Regional Commercial Manager*
- *Regional Marketing*
- *Cluster Lead*
- *Cluster Commercial Managers*
- *Exams Business Manager*
- *Regional Management Team (IELTS) Country Examinations*
- *Country Director*
- *Customer Services*
- *Finance and Resources teams*
- *Exams Regional Management Team*

External

- (B2B) Partners
- Agencies
- Receiving organisations (RO's)
- Schools, universities, education agents, as well as the government and corporate sectors

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	You must have the right to live and work in Vietnam	Shortlisting
Direct contact or managing staff working with children?	YES	Interview
Notes - Other important features or requirements of the job	<ul style="list-style-type: none"> • Attendance at events and other professional demands will involve working occasional unsocial hours (at the weekend and in the evening). Frequent travel between main office and clients is part of the duties. • Work effectively with diversity as an essential and integral part of daily work and consistently meet the British Council's Equality-Diversity-Inclusion policy and Child Protection policy and standards in carrying out all internal and external duties. • Manage information created and received in compliance with the British Council's information management standards, policies, the UK Data Protection Principles and local legislation • Demonstrate a commitment to reflective practice, professional and organisational development objectives, taking advantage of opportunities to enhance qualifications and or gain/share knowledge for team as well as for self. Make a positive contribution to team meetings and give suggestions to management for improving business support practices and procedures based on customer feedback. • Understand that this Role Profile may be amended to meet operational demand and any changes will be discussed with effected staff member(s) with a minimum of one month's notice. 	

Person Specification:

Language requirements			Assessment stage
<i>Minimum / essential</i>	<i>Desirable</i>		<i>Assessment Stage</i>
▪ Good written and verbal communication skills in English	IELTS 6.5 or above		Shortlisting and interview
▪ Good written and verbal communication skills in Vietnamese.			Interview

Qualifications

<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Degree in Business or Marketing ▪ Proven work experience in a Managerial role 	Professional Qualification in Marketing	Shortlisting Shortlisting

Role Specific Knowledge & Experience

<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment</i>
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		Stage
<ul style="list-style-type: none"> ▪ Proven experience working in a compliant and regulated environment ▪ Business Development ▪ Contract management ▪ Market research and horizon scanning of sector ▪ Monitor Ministry changes which will impact on business ▪ Experience of working with regulatory bodies ▪ Building and maintaining stakeholder relationships 	<ul style="list-style-type: none"> ▪ Experience of working with children ▪ Experience of safe planning, organisation and delivery of activities for children 	Shortlisting
Role Specific Skills (if any)		Assessment Stage
<ul style="list-style-type: none"> ▪ <i>Competent IT skills</i> ▪ <i>Excellent communication and customer relation skills</i> ▪ <i>Very good problem solving skills</i> ▪ <i>Working with Children</i> <ul style="list-style-type: none"> ✓ <i>Effective communication and engagement with children and their families</i> ✓ <i>Ability to work in a way that promotes the safety and well-being of children</i> 		Shortlisting AND Interview
British Council Core Skills		Assessment Stage
<p>Communicating and influencing (level 2) - Relates communications to circumstances. 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>Managing projects (level 2) - Analyses project data Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p>Finance and resource management (level 2) - Uses financial systems and processes Uses corporate financial systems and processes appropriately as part of the job and on behalf of a team.</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>Account and partnership management (level 2) - Works with stakeholders and partners Communicates regularly with diverse stakeholders, customers and/or partners to build mutual understanding and trust.</p>		Shortlisting AND Interview
British Council Behaviours		Assessment Stage
<p>Connecting with others (Essential) Making regular opportunities to understand others better</p> <p>Working together (More demanding) Ensuring that others benefit as well as me</p> <p>Making it happen (Essential) Delivering clear results for the British Council</p> <p>Shaping the future (More demanding) Exploring ways in which we can add more value</p>		Interview

These behaviours will not be assessed at interview but will be used for performance management:

Creating shared purpose (More demanding)

Creating energy and clarity so that people want to work purposefully together

Being accountable (More demanding)

Putting the needs of the team or British Council ahead of my own

Prepared by:

Hoa Nguyen, Assistant Director Country Examinations

Date:

15th July 2018

Post holder:

Full name:

Signature:

Date: