

## Role Title

Marketing Officer

## Role Information

| Role Type  | Pay Band | Location  | Duration                    | Reports to:                 |
|------------|----------|-----------|-----------------------------|-----------------------------|
| Programmes | PB4      | Singapore | 6 month Fixed-Term Contract | Regional Marketing Director |

## Role purpose

The Marketing Officer provides event, project and administrative support to a range of projects/activities helping the team to deliver successfully to its goals. The focus of the role will be on ensuring internal meetings and events and related travel and logistics are well-managed, people and programme knowledge and data is gathered, recorded and shared effectively, internal SharePoint/Teamsite is up-to-date, marketing support documentation is registered and maintained at all times, and data is collated and cleansed as required.

## 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. Last year we reached over 65 million people directly and 731 million people overall including online, broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

## Geopolitical/SBU/Function overview:

### 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 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 pound 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.

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

- Providing the necessary day-to-day support required for the successful implementation and monitoring of event and programme activity and achievement of internal and external customer satisfaction in a dynamic environment;
- Securing quality assurance for events and activities through maintaining British Council standards in all processes;
- Engendering trust and credibility by providing a key linking role between Marketing team members and various stakeholder groups;
- Improve the visibility and wider impact of Marketing through internal communications and co-ordination between the programme and wider British Council regional and global teams.

## **Main Accountabilities:**

### **Operational Business Support (20%)**

- Arranges British Council staff meetings and logistics where necessary in Singapore and liaise with other offices for events held in other regional locations;
- Arranges and co-ordinates travel, flights, hotel, bookings, and visas where necessary for senior staff and British Council visitors;
- Proactively communicates and liaises with others to ensure effective coordination and delivery of events, services and activities;
- Support procurement of goods, services and suppliers in line with corporate standards and / or, where appropriate, with external client standards.

### **General Administration (20%)**

- Assists in office administrative tasks such as, but not limited to, clerical work, filing, issuing salary & work certificates, scanning, archiving, updating documents and data bases
- Maintains accurate records as they relate to the work area and drafts routine and some non-standard documentation, reports or financial analysis/reconciliations
- Performs straightforward analysis, manipulation and interpretation of data, tasks or information, presenting findings/results accurately and appropriately to support effective maintenance of management information systems
- Provides logistical support to the organisation and delivery of internal and external activities/events, to ensure they run smoothly and efficiently
- Maintain appropriate records, registers and inventories

### **Event, project, and programme management support to implement and monitor internal and external activities across East Asia Marketing as appropriate (20%)**

- Contribute to the planning and delivery of activities in line with objectives, including British Council requirements for all Marketing activity;
- Implement activities in line with corporate guidelines and Centre of Excellence project management standards, and country legislation or other external requirements;
- Collate feedback from internal and external customers, partners and stakeholders which show enhanced perceptions of the British Council and UK as a valued partner;
- Contribute to the continuous improvement of activities and projects through feedback and lessons learning.
- Contribute to ongoing monitoring and evaluation of programmes, projects and supplier contracts.
- Contribute to management of East Asia Marketing internal professionalisation and L&D activities as required and in line with quality standards.

### **Financial support (10%)**

- Raise POs for expenditure incurred by the regional team for travel, events and equipment.
- Plan and report on project financial plans and budget expenditure and forecasting to the Marketing leadership; manage smaller budgets

- Maintain clear and up-to-date records on all financial transactions as per audit requirements;
- Ensure relationships with vendors are maintained and payments are processed on time and in accordance with FABS on-line system (SAP Finance) guidelines.
- Compliance to the British Council financial policies and procedures.

**Communications - with guidance from Marketing leadership, to plan, prepare and disseminate key information about British Council Programmes to internal and external stakeholders (10%)**

- Spot good news stories, interesting lessons and case studies and work with the relevant Regional Marketing leads to develop these into communications opportunities
- Take steps to ensure articles appear on the East Asia Regional Intranet and external forums on a regular basis;
- Work with marketing team to develop materials such as electronic direct mailers and social media postings as required;
- Ensure digital information is up-to-date and presents accurate information.

**Continuous professional development and performance management: keep professionally updated to ensure high standards are maintained so the British Council remains at the forefront of best practice (10%)**

- Keep abreast of current developments in relevant sectors in country and the UK and update colleagues and external stakeholders where appropriate;
- Develop own performance portfolio and manage learning and development needs.

**Relationship management (10%)**

- Represent British Council at networking events with internal and external contacts as required;
- Liaise with UK and country partners and customers over detailed arrangements for events, visits, and activities;
- Demonstrate knowledge, interest and awareness of sector developments in working relationships with partners and customers;
- Demonstrate knowledge and awareness of areas of broader British Council work and take initiative to develop this knowledge base.

**Key Relationships:**

**Internal**

- Regional East Asia Marketing teams
- Regional East Asia Executive team
- British Council visitors from the UK or other offices
- UK Marketing colleagues

**External**

- Participants at events/in activities
- Regional suppliers

**Role Requirements:**

| Threshold requirements:                                 |   | Assessment stage |
|---|---|------------------|
| Passport requirements/<br>Right to work in country      | You must have the right to live and work in the country in which the role is based. | Shortlisting     |
| Direct contact or managing staff working with children? | No  | N/a              |

|   |  |                            |
|---|--|----------------------------|
| <b>Notes</b>  |  |                            |
| <b>Person Specification:</b>  |  | <b>Assessment stage</b>    |
| <b>Language requirements (DELETE IF NOT APPROPRIATE)</b>  |  |                            |
| <i>Minimum / essential</i>  | <i>Desirable</i>   | <i>Assessment Stage</i>    |
| <ul style="list-style-type: none"> <li>English – Professional working proficiency, equivalent to IELTS band 5.</li> </ul>   | <ul style="list-style-type: none"> <li>IELTS band 6.</li> </ul>  | Shortlisting               |
| <b>Qualifications</b>   |  |                            |
| <i>Minimum / essential</i>  | <i>Desirable</i>   | <i>Assessment Stage</i>    |
| <ul style="list-style-type: none"> <li>Undergraduate degree.</li> </ul>   |  | Shortlisting               |
| <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>Minimum 1-2 years of relevant work experience in project or programme management in the NGO, not for profit, or enterprise;</li> <li>Demonstrable knowledge and experience of event management and administration work;</li> <li>Excellent written and verbal communication skills;</li> </ul> | <ul style="list-style-type: none"> <li>Experience of working with Marketing and/or Corporate Communications teams</li> </ul> | Shortlisting               |
| <b>Role Specific Skills (if any)</b>  |  | <b>Assessment Stage</b>    |
| <ul style="list-style-type: none"> <li>Experience of event/project management</li> <li>Organisational skills</li> </ul>   |  | Shortlisting AND Interview |
| <b>British Council Core Skills</b>  |  | <b>Assessment Stage</b>    |
| Managing people – 1<br>Using technology – 1<br>Analysing data & problems – 1  |  | Shortlisting               |
| Communicating and influencing – 1<br>Finance & resource management – 2<br>Planning & organizing – 2   |  | Interview                  |
| <b>British Council Behaviours</b>   |  | <b>Assessment Stage</b>    |
| Being accountable - Essential<br>Working together – Essential<br>Making it happen – Essential   |  | Shortlisting and Interview |
| <b>Prepared by:</b>   |  | <b>Date:</b>               |
| Trish Thomson, Regional Marketing Director, East Asia   |  | January 2019               |