

Role Title

Senior Manager – Business Delivery – Ahmedabad

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Business Delivery	6	Ahmedabad	Indefinite	Head of centre

Role purpose

Responsible for ensuring membership and revenue growth targets are met and that products, services and customer journey/service targets are of the highest quality. Responsible for leadership and oversight of the delivery of the centre's business ensuring financial and process compliance with an offer that is relevant for the target audiences and aligned with British Council strategic priorities and is sustainable with a break-even target of 2022.

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, Mumbai, Ahmedabad, Bangalore, Chandigarh, Hyderabad, and Pune. 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.

Schools, SES & 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.

Our Work in Libraries

From our earliest days we were known for our network of libraries across the globe. Over the past 15 years libraries have reduced in number from 225 globally in 2000 to around 25 today. Most of these are in South Asia, with 8 in India, where they have remained an important part of our cultural relations offer. Teaching students and examination candidates have continued to have their support needs met in a variety of models of resource and self-access learning centres.

Our libraries are in the process of transitioning from traditional libraries to integrated cultural convening centres, which require a calendar of exciting and innovative programmes and events. The centres will be both physical and virtual, which will integrate and complement the physical collection and the events.

Overall the vision for our libraries is that they will:

- Provide state-of-the-art access to UK content for customers in India through physical and digital platforms
- Connect people to opportunity by convening active networks and cross cutting communities of interest online and face-to-face
- Support our core areas of work in cultural relations

Through these initiatives and through strong business development our ambition is to reach a target of 50,000 members by 2020 through incrementally increasing physical membership and doubling annually digital membership

The British Council in West India comprises the priority states of Maharashtra, Gujarat and Madhya Pradesh. With a total population of some 250 million, our ambition is to transform the lives of a critical mass – around 25 million or 10% of the population – of <40s. We will do this by

building relationships with Chief Ministers, key politicians and officials in our priority states and the City of Mumbai to design projects that deliver systemic change at scale using our Skills, English and Schools work and our Educational Services products. West India is a commercial and cultural hub with world class companies, the home of institutions like the CSMVS Museum and NCPA in Mumbai and much of the Indian film industry.

Main opportunities/challenges for this role:

- Membership and revenue growth
- Innovating business processes
- Relevant offer
- Customer satisfaction.
- Productivity and cost control with focus on deficit reduction and surplus.
- Standards of operational delivery.

Main Accountabilities:

Business Delivery

- Sets, monitors and improves standards, system and processes for operational delivery across certain activities within Libraries
- Directs and controls activities in the centre - Responsible for managing information management system and other operational duties (library and event management, managing financial processes, budget management, managing collection etc.) to ensure smooth running of the centre as per British Councils systems and standards.
- Aligns local delivery to country service strategy under direction from area leadership team.
- Works with national lead, marketing and other teams to support outreach Services to promote membership in the target market and proactively engages with members to deliver customer service to British Council standards.
- Responsible for supporting the wider team with on-going market research to continuously update library collection as per the needs of the potential audience.
- Works in collaboration with the Team for developing and delivering the annual calendar of events ensuring the right audience is targeted
- Responsible for achieving agreed centre targets against KPIs (income and expenditure, customer satisfaction, centre performance)
- Responsible for the centre's business growth year by year leading to deficit reduction and surplus

Customers & Stakeholders

- Communicates with partners / internal stakeholders to co-ordinate service delivery and to deal with day-to-day service delivery issues.
- Responsible for continuously improving content for the library and centre as well as content delivery channels as per customer feedback
- Responsible for maintaining excellent relationships and communication with internal and/or external customers to build a clear understanding of their needs and experiences, to enable continuous improvement in the quality of service/ programme/ product delivery

Risk & Compliance

- Works closely with AD Programmes and Resources and national Libraries lead to ensure that operations are running smoothly and in compliance with British Council systems and standards.
- Interprets and follows BC procedures (project, financial and risk reporting) to ensure

compliance with all systems and standards

- Conducts periodic audits and responds to complaints about performance in order to raise performance standards
- Delivers service in line with established standards and provides relevant support to the team.
- Checks financial reports and resolves any discrepancies and refunds

Analysis & Reporting

- Role-holders will 'own' the systems and take corrective action where there are variances.

Commercial & Resource Management

- Co-ordinates the delivery of specified project activities and undertakes specified technical / support tasks (manage events, communications, contacts, networks, logistics, external suppliers, meetings) to meet agreed targets.
- Conducts periodic audits and responds to complaints about performance in order to raise performance standards

People Management

- Leading and managing teams and ability to operate within a geographical dispersed matrix structure, including the ability to co-ordinate resources not under roleholder's direct control.
- Identifies requirements and recommends training and development provision to build improved operational capability within the unit/team/area.
- Sets efficient timetables and rotas and oversees day-to-day floor operation of the area.

Key Relationships:

Internal

- Area Director
- AD Programmes
- AD Resources
- Teaching Centre Managers
- Marketing & Digital team
- SBU Leads
- Central Library team

External

- Partners
- Service providers – logistics and Informatics (KOHA)
- Customers

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Legal right to work in India	Shortlisting
Direct contact or managing staff working with children?	Yes/No IF YES then the experience, skills, knowledge and qualifications relevant to working with these groups could be defined under the Role Specific sections of the document (with guidance from the six key areas to describe the basic skills and knowledge everyone working with children should ideally have, detailed in SR guidance	

Notes (if any)*		
Person Specification:		Assessment stage
Qualifications		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Graduation or Equivalent	Post graduate or equivalent in Business management or related field	Shortlisting
Role Specific Knowledge & Experience		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Digital fluency and demonstrable knowledge and understanding of on-line/digital library products and services Experience of co-ordinating activities and resources Experience of working across matrix structure to drive and deliver a substantial change agenda Experience of developing & embedding new ways of working e.g. framework, approaches and processes of working Experience in managing customer relationships and marketing	Knowledge of Library Management Systems (KOHA) Relevant experience	Shortlisting and interview
Role Specific Skills		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Relevant training and certifications. Experience of business development and/or sales Extensive knowledge of service area, typically acquired through practical work experience with demonstrable evidence of B2C working. Able to lead, develop and motivate a team and hold people to account.	Experience/knowledge of digital marketing and innovation	Shortlisting and Interview
British Council Core Skills		Assessment Stage
<ol style="list-style-type: none"> Managing people (Level 2): Supervises a small team - <i>Supervises a small team of people doing similar jobs to deliver short term tasks to agreed quality and time standards.</i> Communicating and influencing (Level 2): Relates communications to circumstances - <i>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.</i> Managing finance and resources (Level 2): Uses financial systems and processes - <i>Uses corporate financial systems and processes appropriately as part of the job and on behalf of a</i> 		Shortlisting and Interview

<p><i>team.</i></p> <p>4. Managing risk (Level 1): Follows good practices - <i>Demonstrates understanding of risk management policies and procedures and record of following them.</i></p> <p>5. Developing business (Level 2): Analyses trends - <i>Researches markets and conducts cost/benefit analyses to identify new opportunities or recommend improvements to current initiatives.</i></p>	
British Council Behaviours	Assessment Stage
<p>Connecting with Others (Essential - <i>Making regular opportunities to understand others better</i>)</p> <p>Making It happen (More Demanding - <i>Challenging myself and others to deliver and measure better results</i>)</p>	<i>Interview</i>
Prepared by:	Date:
HR	28 th February 2018