

Role Title

Social Media Assistant

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Full Time	Grade J	Cairo Egypt	1 year renewable	Call Centre Officer

Role purpose

To project a professional image of British Council and provide a high quality, welcoming and efficiently integrated enquiry service for the full range of the British Council's English and Exams activities, product and services through the call centre. To meet customer Service Excellence standards in all contacts with customers.

Call Centre agents spend their shifts answering customers calls across a number of areas (Teaching Centre, Exams, programs, projects. etc.), including answering enquiries, handling complaints, providing information and troubleshooting problems.

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 role is based in Cairo Egypt in the Agouza Building.

SBU: English & Exams (E&E)

Function: Customer Services

Main opportunities/challenges for this role:

The job holder is the main responsible person in charge of answering all Facebook enquiries received on BC Egypt Facebook page.

This role will implement British Council Egypt's Social Media Strategy, developing brand awareness, generating inbound traffic and encouraging product adoption. This role coordinates with the internal Marketing and Communications teams to support their respective missions, ensuring consistency in voice and cultivating a social media referral network.

Main Accountabilities:

Job holder will implement British Council Customers Services and Social Media Strategy, developing brand awareness, generating inbound traffic and encouraging product adoption. Job holder will ensure all enquiries received via social media, specifically Facebook are dealt with in a friendly and professional manner. This includes Teaching Centre, Exams and UK education/information enquiries, programmes, as well as corporate enquiries. All enquiries are responded to according to Customer Service Excellence standards and meet Teaching and Examinations Quality Standards (TQS & EQS).

To provide a professional and integrated customer services on the full range of British Council's activities and services and to meet Customer Service Excellence standards in contacts with customers through Social Networking Sites (SNS), particularly Facebook

To achieve country strategic objectives and achieve maximum impact with our target audiences in Egypt and in the Middle East and North Africa (MENA) region.

Customer Service Delivery

To assist with the delivery of an integrated service to corporate standards which meets the needs of internal and external customers to enable all departments to meet their agreed targets:

- Answering all types of first level Social Networking Sites (SNS) enquiries relating to British Council activities in country.
- Assisting with dealing with second level (specific) enquiries or referring them to the appropriate person within the office who can deal with them.
- Applies knowledge of Data Protection and Freedom of Information standards and British Council Policies

of Child Protection and Equal Opportunity and Diversity in all correspondence with customers

- Ensure that all customer inquiries are answered according to British Council Standards and timelines.
- Uses effective interpersonal skills to build rapport with customers and gets them more engaged with site.
- Controls the interaction with customers and effectively uses questioning skills to clarify customer needs.
- Understands and uses appropriate social media tools depending on the context.

Back Office Social Networking Sites Support

To carry out a range of the following duties:

- Liaising with Customer Services Management and relevant stakeholders in Examinations Teaching Centre and Marketing to ensure that responses contain relevant information.
- Implement British Council Egypt's social media strategy, coordinating with stakeholders across the organization to ensure its effectiveness and adoption of relevant social media techniques into the corporate culture and into all of the council's services
- Manage customer's inquiries during social media campaigns and day-to-day activities. Duties include online advocacy, writing editorial, community-outreach efforts, promotions
- Regularly feedback insights gained from social media monitoring into the Marketing, Communications and Programmes teams, to help them evolve their strategies in a timely fashion.
- To build British Council Egypt's reputation for social devotion across social media platforms.
- To create and maintain an up to date customer information database.
- To collect and analyse customer feedback, as required, including organising surveys, and collating and presenting results.
- To identify new customers behaviours and translate this into recommendations for teams working across social.
- To liaise with other British Council Egypt's teams to ensure the smooth delivery of regular and ad hoc services through social media platforms to customers.
- Provide statistical information on enquiry types and volume to Customer Services Management, to be cascaded to relevant stakeholders.
- Routing customer complaints through the appropriate process to ensure response and issue is addressed appropriately.
- Ensuring standard responses bank is continually up to date.
- Provide feedback to relevant parties about changes and updates needed on BC website and social media (Facebook) site.

Key Relationships:

Internal: British Council staff (Marketing, Exams, Teaching Centre, Finance and Projects).

External: BC partners and BC customers.

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Post holder must be eligible to work in Egypt and having a work permit.	Shortlisting
Direct contact or managing staff working	Yes	N/a

with children?		
Notes	Police Check Required	
Person Specification:		Assessment stage
Language requirements (DELETE IF NOT APPROPRIATE)		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Fluent Arabic CEFR Level C ▪ English C1 		Shortlisting
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ University Degree or equivalent 		Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
1 year of experience in dealing with customers	Social Media and Marketing Experience	Shortlisting
Role Specific Skills (if any)		Assessment Stage
<ul style="list-style-type: none"> ▪ Able to use a computer 		Shortlisting AND Interview
British Council Core Skills		Assessment Stage
<p>Computer Skills:</p> <ul style="list-style-type: none"> • Using Microsoft Outlook & Word: Level 1. • Using Microsoft Excel: Level 1. • Using Internet Explorer/Google Chrome: Level 1. • Social media/Facebook: Level 1. <p>To understand and use the Council's IT systems in an effective manner in compliance with IT security standards</p> <p>Marketing & Customer Services Skills:</p> <ul style="list-style-type: none"> • understanding the customer needs <p>Communication Skills:</p> <ul style="list-style-type: none"> • Understanding the audience <p>Understanding the British Council and its values: Level 1.</p> <ul style="list-style-type: none"> • Responding to customer needs: Level 1. <ul style="list-style-type: none"> • Building strong relationships which add value to the United Kingdom: Level 1. • Obtaining and evaluating feedback: Level 1. • Fluent level of spoken and written English: Level C1 		Shortlisting AND Interview

<ul style="list-style-type: none"> • Advanced level of spoken and written Arabic: Level C1 • Good translation skills from Arabic into English and vice versa • Good interpersonal skills and communication skills. A pleasant and effective social media interactive manner is essential. • Ability to exercise tact, discretion and courtesy in all dealings with customers and others. • Basic negotiation skills; the ability to discuss and arrange with customers the services to be provided 	
British Council Behaviours	Assessment Stage
<p>Working Together (essential): Establishing a genuinely common goal with others</p> <p>Being Accountable (essential) Delivering the best work to meet my commitments</p> <p>Making it Happen (essential): Delivering clear results for the British Council</p> <p>Connecting with Others (essential): Making regular opportunities to understand others better</p> <p>Shaping the Future (essential): Looking for way in which we can do things better</p> <p>Creating Shared Purpose (essential): Communicating an engaging picture of how we can work together</p>	<i>Interview</i>
Prepared by:	Date:
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