

Role Title

Marketing Manager, IELTS
Job Reference Number: (LHR/B/014/1920)

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Full time	G/PB6	Lahore	Indefinite	Head of Marketing Exams, Pakistan

Role purpose

The overall purpose of this role is to lead the development and execution of the country Exams marketing strategy and plans, ensuring alignment to the regional and global marketing strategy and brand, and to work in partnership with others to ensure that country exams business targets are met.

About us

The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide.

The British Council has many stakeholders from UK as well as Pakistani Government, cultural and educational institutions, funders, partners as well as participants in and users of its services. All of these stakeholders need to be engaged in the British Council's mission, strategy and programs in a clear and persuasive way.

The British Council's status as a public body and the UK's largest charity demands a highly professional and proactive Marketing function. The British Council is constantly evolving in response to a changing world and the international priorities of the UK. It also refreshes its approach to respond to the changing wants and needs of young people worldwide and new ways for the Council to connect and engage with its stake holders within Pakistan with content, learning and communities of interest both digitally and face-to-face.

Geopolitical/SBU/Function overview

Pakistan is one of South Asia's key locations for British Council and within this, Exams is a crucial business unit, being one of the world's top markets for IELTS, and the biggest market for UK qualifications (GCSE, GCE), delivering hundreds of thousands of exams annually for a range of customers. Exams' Marketing is a pivotal role, dealing with internal and external stakeholders at a local, regional and global level.

Main opportunities/challenges for this role:

- Pakistan has specific challenges owing to security concerns and lack of public access, which restrict how we can interact with and engage audiences hence requiring creative solutions of reaching them effectively.
- Pakistan is a fast growing market, both for IELTS, UK qualifications and potential new products, such as the Online Placement Test (an offshoot of Aptis).

Organogram (delete if not applicable)



Main Accountabilities:

Research, Monitoring and Analysis

Develop and manage internal and external market research for the business on existing & potential customers, market trends, opportunities and competition, ensuring findings feed into strategy and planning.

Develop market segmentation with current and potential customer base to identify actionable segments, and address opportunities and challenges for penetration, product development and market development.

Exploring ways of improving existing products and services by conducting market research and working with local and regional colleagues to determine requirements for existing and future products

Monitor and evaluate competitors' positioning, volume and activity, and accordingly generate annual competitor analysis with mid-year update.

Marketing and Communications Planning and Activation

Draw up integrated local multi-channel marketing plans based upon the agreed strategy that can be tracked for effectiveness

Develop marketing campaigns concepts and communications strategies and plans to achieve business targets, with a strong emphasis on the use of ATL media and BTL activities to deliver strategy.

Lead creative agencies on all Exams marketing and communication plans, ensuring all campaigns are based on sound briefs that support business and brand objectives, are customer-focused, closely adhered to brand guidelines and produced up to British Council standards.

Prepare market analysis about the market size and potential target market size prior to any campaign launch and define KPIs to measure the effectiveness of campaigns

Coordinate with media agencies for media buying and contribute in planning by assessing ratings, reach, visibility or other relevant KPIs of ATL media in order to efficiently implement the communication strategy of Exams

Plan BTL activations nationwide to support ATL media plan and ensure brand's communication with external partners and customers specifically in areas where digital media penetration is low

Manage PR for events and activities, ensure that press releases are as per the guidelines of the British Council and portrays the positive contributions it is making to the education sector and country

Manage launch events and IELTS informative sessions nationwide and assess the audience reach & relevance for each event platform in order to ensure efficient use of resources

Lead on the development of all Exams collateral that supports exam marketing and communications activity, including but not limited to brochures, booklets, banners, websites, e-newsletters, press releases, features and media opportunities and ensure that they meet agreed corporate brand and Equality, Diversity and Inclusion(EDI) requirements

Responsible for planning, managing, monitoring and reporting on marketing against ROI and mapping it to business and marketing objectives.

Collaborate with Exams business development team during the planning cycle to inform and influence the business plans and ensure they are aligned with market requirements and potential.

Develop marketing strategies that deliver an integrated approach capitalizing on common customer base, promoting synergies and economies of scale, and delivering maximum impact and business returns.

Collaborate with internal stakeholders i.e. business development and operations teams to support their objectives through marketing communication and activities.

Share research feedback and other relevant information with internal stakeholders to support their plans with market insights

Key Relationships:

The post holder will need to develop successful relationships with

Internal: Corporate and Regional Marketing teams; Country Marketing team and other key stakeholders from business and Areas. Market Research and Evaluation Managers; Customer Services Manager

External: Marketing & Communication Agencies – Creative, Media, PR, and Digital Senior marketing and communications staff representing key stakeholders in prominent business partners and other selected international partners.

Role Requirements:

Threshold requirements:	Assessment stage	
Passport requirements/ Right to work in	Right to work in Pakistan	Shortlisting

country			
Direct contact or managing staff working with children?	No	The British Council takes the welfare and safety of children very seriously and as such your behavior is expected to be in line with British Council's Child Protection Policy and Code of Conduct. Irrespective of your individual role, you will have the responsibility for safeguarding and promoting the welfare of children and supporting the implementation of the Policy.	
Language requirements (DELETE IF NOT APPROPRIATE)			
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>	
<ul style="list-style-type: none"> Good spoken and written English 	English at IELTS 7.5	Shortlisting	
Qualifications			
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>	
<ul style="list-style-type: none"> At least 16 years of Education 	MBA, Masters in Marketing/Business	Short listing	
Role Specific Knowledge & Experience			
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>	
<u>Marketing and Customer Service</u> <ul style="list-style-type: none"> Understanding Potential Markets/Customers Brand Strategy and Campaign Planning +Execution Monitoring & Evaluation Digital Campaigns, from Content to Execution and Analytics/Monitoring Overall 3-4 years of experience with experience in a managerial role, preferably brand management Sound track record within brand management and achieving brand volume targets while increasing brand equity Extensive experience in campaign management, offline and online, against specific KPIs Budget Management 		Shortlisting and/or interview	
Role Specific Skills			
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>	
<u>Team Management</u> Experience in managing a small team.		Shortlisting and/or Interview	

Communications Skills
Excellent written and spoken communication skills in English and Urdu

Financial Planning and Management:

- *Must be good with numbers. Shall be responsible for Planning, Forecasting & Monitoring*

Computer Skills

Proficient in MS Word, Excel and PowerPoint and other soft wares

British Council Core Skills

Assessment Stage

Managing Projects level 3
 Communicating and Influencing level 4
 Analyzing Data and Problems level 3

Short listing and Interview

British Council Behaviours

Assessment Stage

The following behaviours will be assessed during the interview:
 Making it Happen – *More demanding level*
 Being Accountable – *More demanding level*
 Creating Shared Purpose – *More demanding level*

Interview

The following behaviours will

be assessed during shortlisting:
Shaping the Future

–
More demanding level

Connecting With Others –
More demanding level

Working Together-

- *More demanding level*

Prepared by:
Beenish Pervez

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