|  |  |
| --- | --- |
|  | English & Exams Marketing and Sales Manager Role Profile |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Job Title | **E&E Marketing and Sales Manager** | | | |
| Directorate or Region | MENA | | Department/Country | Bahrain |
| Location of post | Manama | | Pay Band | 7(F) |
| Reports to | Country Director | | Duration of job | 2 Years |
| ***Purpose of Job:***  Reporting to the Country director, and as part of the Senior Management Team (SMT), the English & Exams Marketing and Sales Manager will be responsible for raising E&E income in-line with regional and local targets; conducting and commissioning market research, creating an effective marketing strategy and contributing to the development of an effective Business Development strategy.  ***Context and Environment:***  British Council has been long established in Bahrain. Alongside its teaching and exams operation it also delivers a small portfolio of funded projects.  **The Teaching Centre**  The British Council Bahrain has a growing Teaching Centre. We currently have a team of 27 teachers supported by 4 Senior Teachers who are responsible for the day to day running of the centre, academic and teaching standards, training and development and course development. Our Customer Services Manager and Registrar head a team of eight advisors. The centre is managed by the Country Director / Teaching Centre Manager and the Deputy Teaching Centre Manager. The British Council has an exceedingly high reputation in Bahrain and demand for English courses is high.  **The Exams Business**  The exams team in Bahrain consists of 7 staff members with a network of exams colleagues in MENA region. Bahrain exams administer a range of examinations which include IELTS, school exams, Aptis, professional exams and Cambridge ESOL exams. It is a growing business with an opportunity to develop and manage in the local context.  A key element of this role will be to investigate the market, identify opportunities and develop a marketing and business growth strategy for the Teaching Centre and Examinations Services.  ***Accountabilities, Responsibilities and main Duties:***  The post holder will be accountable to the Country Director for raising English & Exams income, creating a comprehensive understanding of the local market for all our products and services, developing a relevant and effective marketing strategy, building a network of business partners and contacts and contributing to the development of our business growth strategy.  Key duties include:  **1. Marketing and Business Development:**   * To raise E&E income in line with country targets * To commission and conduct relevant market research * To oversee effective and impactful use of digital media * To extend the reach and impact of British Council’s E&E work in Bahrain * To promote the English and Exams offer to public and private sector clients   **2. Communications and Customer Relationship Management:**   * To develop and maintain a network of clients/customers, partners and other stakeholders, which supports the growth of the E&E business * To develop a communications strategy to maximise the reach and impact of British Council’s work in E&E * To respond effectively and efficiently to the needs and expectations of external/internal stakeholders and market opportunities * To monitor and evaluate effectiveness of marketing campaigns.   **3. Joint Working**   * To provide accurate and relevant information to E&E management team in order to develop new products, business strands and services * To ensure effective working with colleagues in the programmes team to provide an integrated offer to clients and customers * To work closely with the Customer Services Team on direction and strategy.   **4. Financial Planning and Management:**   * To plan and manage finances for specific activities which support strategy development in line with corporate procedures and standards. * To monitor and analyse marketing spend against business and sales objectives   **5. Line management of staff:**   * To provide effective line management support for staff managed in line with British Council brand and values.   **6. Professional development:**   * Agree own personal development plan with Line Manager and review it twice a year   ***Key Relationships:***  **Internal**:  Country Director, DTCM, Exams Manager, Customer Services Manager, Teaching Centre, Exams and CS teams, Business Support / Resources Team, Programmes and Business Development Manager and programmes team.  **External**:  Relevant private and public sector partners, potential business partners and other training managers in corporate / private sectors, media, advertising and promotional services providers  ***Special requirements of the job:***  Some unsocial hours, travel (domestic and international) may be required occasionally; attending evening and weekend events is to be expected. | | | | |
| Please specify any passport/visa and/or nationality requirement. | |  | | |
| Please indicate if any security or legal checks are required  for this role. | | Criminal records, military service and/or child protection checks may be carried out | | |

### Person Specification

|  |  |  |  |
| --- | --- | --- | --- |
| **Behaviours and Skills** | **Essential** | **Desirable** | **Assessment stage** |
| **Behaviours** | **Making it happen** (more demanding):  *Achieving stretching results when faced by change, uncertainty or major obstacles.*  **Shaping the future** (more demanding):  *Exploring ways in which we can add more value.*  **Connecting with others** (more demanding):  *Building trust and understanding for business development.*  **Creating shared purpose** (more demanding):  *Creating energy and clarity so that people want to work purposefully together.*  **Working together** (more demanding):  *Ensuring others benefit as well as me.*  **Being Accountable** (more demanding):  *Putting the needs of the team or British Council ahead of my own* |  | Interview  Interview  Interview  Interview  Not assessed at interview  Not assessed at interview |
| **Skills and Knowledge** | **Business Management and Development:**  Develop, sustain and grow the business in line with corporate strategic priorities for income and impact. |  | Short listing, interview and performance evaluation. |
| **Marketing and Customer Service**:  Understanding customer needs; context & marketing. Obtaining and evaluating market intelligence |  |
| **Project and Contract management**:  Understanding the context of EFL projects and contracts, the exams business and their contribution to British Council purpose. |  |
| **Financial planning and management**:  Planning and forecasting; risk management. |  |
| **Language skills**:  High level of English language (IELTS 8 or above equivalent). |  |
| **Experience** | **Marketing, Sales and delivery**  Proven track record in marketing and product development, proven experience in raising income, understanding and experience of negotiating, designing, delivering and evaluating products and services with an emphasis on the needs of partners and clients. | Knowledge and understanding EFL context, products and exams | Short listing, interview and performance evaluation |
| **Qualifications** | Professional qualification in marketing or related field | University Degree. | Short listing |

|  |  |  |  |
| --- | --- | --- | --- |
| Submitted by | Tony Calderbank | Date | 23.08.2014 |