

**Job Description**
**Ref no:**

Job Title	<b>Head - Business Development (B2B Solutions), English</b>		
Directorate or Region	South Asia	Department/Country	India, English
Location of post	Gurgaon or Mumbai	Pay Band	F
Reports to	Assistant Director English Language Services, India	Duration of job	Indefinite

***Purpose of job:***

The purpose of this post is to lead on the development and implementation of our strategy to grow the business for the English portfolio that is delivered through British Council English and Examinations Services India Pvt Ltd. The focus will be on building the business facing segment of the business (B2B), resulting in the achievement of income, surplus and audience targets in India.

Please note that this is not an academic post but a good knowledge of English language teaching, the ELT business and market will be required. The post will be based in Gurgaon or Mumbai, but there will probably be extensive travel in India

***Context and environment:***
**South Asia Region**

The British Council in South Asia engages with millions of people via programmes in three priority areas: English (for which we offer products for teachers and learners), Higher Education, and the Arts.

**English programmes in India**

We operate through centres in New Delhi / NCR, Chennai, Kolkata and Mumbai. In partnership with the Indian Council of Cultural Relations, we run centres in Ahmedabad, Bangalore, Chandigarh, Hyderabad, and Pune.

The British Council has been teaching English for 80 years. We reach 100 million people in over 100 countries and support teachers and learners with comprehensive and innovative learning resources.

In India and worldwide, we are known and respected for our work in the area of English language teaching, teacher training and assessments. As the **world's English experts** we work with governments, institutions, corporates, teachers and learners to provide English language learning and teaching solutions that create life-changing opportunities for individuals and their future prosperity.

In India our English Language services include:

- Courses for teachers and learners at our English language centres in New Delhi, Chennai and Kolkata
- Blended learning and self-access resources for learners across India
- Communication, language and skills training for institutional clients

- Quality Assurance programme for English language providers
- Teacher development projects in partnership with state governments
- Workshops, seminars, debates, conferences and publications on English language teaching
- Examinations for English language certification and assessment

The new commercial entity (BCEESIPL) will focus on Examinations and commercial elements of our English businesses, including a variety of digital products and services, corporate training, and an English Language Quality Standards Programme (ELQSP) and a new blended learning business.

The new commercial entity's English stream should see turnover of around 500K GBP in its first year rising to over 1m GBP by its third year. Staff numbers in English in year one will be just over 30 people, and will rise as the business grows.

***Accountabilities, responsibilities and main duties:***  
*(including people management and finance)*

Lead on Business planning, development and implementation for English in BCEESIPL, with a particular focus on B to B segment, and seek major opportunities for enhancement of new and existing businesses that result in achieving income, surplus and impact targets.

Support business development and delivery of all four principal strands of activity (Corporate training, Blended learning Self Access Learning – SAL – and English Language Quality Standards Programme – ELQSP), as well as any additional product or service initiatives, through use of appropriate operational systems and analysis, and through appropriate marketing and promotional initiatives.

Contribute to the creation of a unified and efficient English business stream and to positive collaboration with examinations colleagues and colleagues in the wider British Council.

Manage, Monitor and report on income, surplus, expenditure, investment budgets and scorecard targets.

**Responsibilities and main duties**

**Business and Marcomms development (60%)**

- Develop Business Plan and strategy for English in BCEESIPL with a focus on B2B (Business to Business) segments including setting/agreeing income and impact targets and ensuring they are achieved
- Gather market intelligence, monitor and analyse market trends, market share, competitor activity and use this to drive our plans and explore opportunities for new products, new markets.
- Seek opportunities for synergy through products and services, and resourcing between all English and examination strands. Maintain collaborative contact with all entities of the British Council.
- Lead on marketing planning and implement initiatives and campaigns that aim to grow the number of clients accessing our English language products and services in BCEESIPL. Measure marketing effectiveness and ensure optimal utilisation of marketing budgets.
- To identify, develop and maintain effective working relationships with partners, stakeholders and clients that is recognised as high quality and adding value

Develop and implement communications plan that ensures consistent and effective messaging and branding including web and social media engagement for all activities in collaboration with central, regional and UK marcomms teams. Ensure all marketing tools and collaterals are consistently branded and meet corporate style and branding guidelines.

### **Strategic Planning and implementation (25%)**

- Contribute to the development of the strategic framework, partnership and business development, and the appropriate selection, development and adaptation of products and services for this business unit
- Lead on implementing the agreed strategy for the B2B segment through the use of appropriate project management tools and techniques, and collaborate and co-ordinate with English innovation team in UK and Teaching Centre team in diplomatic entity to ensure maximum efficiencies gained in product design, sales and marketing.
- Ensure strategy is implemented within own team, and ensure team works towards targets
- Contribute to product evaluation systems which will provide feedback on success and provide data for ongoing planning
- Ensure that there are standardised procedures, policies and operating models across the entire country

### **Operations Management (15%)**

- Lead on operations management and ensure projects and services are managed, implemented and delivered to meet outcomes, outputs and objectives stated within the English BCEESIPL strategy, programmes and plans.
- Manage budgets and maintain accuracy of financial information ensuring effective, compliant financial processes as set out in Essential Finance. Analyse and use financial data to provide business assurance and support decision making
- Ensure projects meet TQS, EDI, H&S and other appropriate quality standards and adhere to BCEESIPL standards and procedures. Ensure appropriate risk analysis is carried out for projects.
- Develop, negotiate and produce contracts with partners, consultants and vendors following procurement guidelines

### **Leading and developing team (10%)**

- To provide leadership, advice and support to the B2B business development team
- Essential HR procedures and standards applied consistently
- British Council performance management procedures and standards used to induct, manage and develop staff members, and to evaluate performance
- To keep abreast of the latest relevant developments in professional best practice to ensure that digital services are provided to agreed quality standards

### **Key relationships:** *(include internal and external)*

#### **Internal**

- Assistant Director BCEESIPL who will be post holder's line manager
- Managing Director of BCEESIPL
- Senior managers in all areas of BCEESIPL, including Assistant Director (Ad) Exams Marketing, Assistant Director (Ad) HR, Assistant Director (Ad) Exams Operations, Assistant Director (Ad)

Finance, Assistant Director (Ad) Business Transition.

- Heads Business Development English B to B / G and other business heads
- Academic leads and senior teachers

BCEESIPL operates as a separate BC business unit, however, a correctly balanced relationship with management stakeholders from BC UK/Global and/or BC South Asia/India will be required to ensure correct implementation of the British Council's global/regional strategies. This will include BCMS customer service call centres.

BCEESIPL reports to BC UK and the Region and therefore strategic, marketing and business decisions will be influenced by key management partners in those units. Therefore close and co-ordinated working with managers and peers in other business teams / entity teams is essential.

#### External

- Relationships with potential partners for delivery partnerships, partner premises, contractors, vendors and potential partners and clients for all strands of English activity

#### Other important features or requirements of the job

Some weekend working and frequent travel within India will be required.

Please specify any passport/visa and/or nationality requirement.

Post holder will need valid work permit to work in India.

Please indicate if any security or legal checks are required for this role.

Reference Checks as per British Council India HR policy

#### Person Specification

	Essential	Desirable	Assessment stage
<b>Behaviours</b>	Creating shared purpose <b>(more demanding)</b>	Working together – <b>(More demanding)</b>	Interview only
	Making it happen <b>(more demanding)</b>	Being accountable – <b>(More demanding)</b>	
	Being Accountable <b>(More demanding)</b>		
	Shaping the future <b>(Essential)</b> Working together <b>(More demanding)</b> Connecting with others <b>(more demanding)</b>		These behaviours will be needed to successfully carry out the role, but will not be assessed for recruitment purposes
<b>Skills and Knowledge</b>	<b>Managing Projects</b> <i>Leads smaller projects</i> – Experience of analyzing requirements with the sponsor/stakeholders, defining the specification, planning, revising, implementing and evaluating on		Short listing and Interview

	<p>small-to-medium scale and/or low risk projects.</p> <p><b>Communicating &amp; Influencing</b>  <i>Is creative and adaptable in communications</i> – Able to use a range of non-standard and creative approaches to inform, and/or persuade others, extending beyond logical argument to influence decisions and actions.</p> <p><b>Finance &amp; Resource Management</b>  <i>Supports budget management</i> – Experience of monitoring and controlling an agreed budget within a defined area, producing reports and analyses and contributing to planning</p> <p><b>Managing risk</b>  <i>Supports a risk management culture</i> – Track record of identifying and highlighting risks and suggesting mitigating actions.</p> <p><b>Commercial &amp; Business Development</b>  <i>Develops profitable business</i> – Able to define and develop profitable products/programmes/services within a defined area of business that respond to market opportunities and align to wider corporate strategies.</p>		
<b>Experience</b>	Minimum 3 years' of marketing and business development preferably working in the education sector; project management and finance reporting experience.		Short listing and Interview
<b>Qualifications</b>	MBA or equivalent post-graduation in Management	CELTA	Short listing and interview

Submitted by	Nirupa Fernandez, Assistant Director, English	Date	September 2016
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