

Job Title	Customer Relationship Executive		
Directorate or Region	South Asia	Department/Country	India
Location of post	Gurgaon	Pay Band	J
Reports to	Customer Relationship Manager, English Language Services	Duration of job	Indefinite contract

Purpose of job:

To support customer management and delivery of English Language products, services and programmes across India.

To work with the academic, marketing, operations and customer service teams to ensure the highest levels of service to both internal and external customers, achieving business targets and high quality and full compliance to British Council guidelines, as well as.

Please note that this is not an academic post but knowledge of English Language Teaching, the ELT business and market is desirable. This post will be based in Gurgaon, but the post-holder will be required to 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.

India:

The UK has challenging ambitions for its engagement with India in Education, English and the Arts. British Council India's role is to help create the conditions which will lead to their achievement.

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 British Council has a commercial entity (BCEESIPL) which focuses 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 Programmes (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 members in English in year one will be just over 30 people and rise as the business grows.

Main Accountabilities

As an Executive contributing to Customer Management and service delivery, you will implement customer communication plans and support the customer journey for English in BCEESIPL, with a particular focus on B to C segments and achievement of business targets.

You will work closely with academic, marketing and operations teams as well as the India Contact Centre to contribute to an efficient customer journey from enquiry to enrolment and post-sale service delivery.

You will contribute to the creation of a unified and efficient English business stream and towards positive collaboration with Examinations colleagues and the wider British Council.

Responsibilities and duties:

Customer communication and management (50%)

- Contribute to effective customer management and customer journeys;
- Contribute to customer communication via all communication channels;
- Counsel B2C customers on our products and services and up-sell to meet business targets;
- Respond to enquiries from customers, clients, partners, stakeholders and trainers; manage customer complains, requests for refunds or transfer requests;
- Provide consultation and support to students in order to enhance course completion rate and customer satisfaction;
- Manage customer access, bookings and payment on course registration system;
- Support on internal communication including updating events calendar, uploading internal articles and keeping communication staff updated on events and visitors;

Service delivery (25%)

- Work closely with the customer service teams to meet conversion rate and customer satisfaction targets;
- Generate customer logins for all blended and online courses on the learner management system;
- Provide payment details, course information, venue details to customers on time;
- Coordinate with teachers and academic team on student information;
- Collect and collate customer feedback scorecard data and evidence (including digital)
- Help in maintaining records and inventory of all data and materials;
- Support operations and marketing as required on resourcing, procurement or logistics;
- Support in track and reporting effectiveness of all marketing and communication.

Key relationships:

Internal

- Head Business Development English Face-to-face India

- Senior Manager Marketing English
- Senior Manager Operations English
- Manager – Customer Management
- English SBU Operations and Marketing teams
- Customer Service managers and teams
- English academic manager and teams
- English regional management teams
- Freelance staff

External

- Customers: students and teachers; and clients/partners
- Partners and suppliers/vendors

Other important features or requirements of the job

(e.g. travel, unsocial/evening hours, restrictions on employment etc)

Working hours may be on a shift rotation between the hours of 08:00 and ending by 20:00. **Weekly working rota of 5 days, this could be Monday – Friday, Tuesday – Saturday, but may include Sundays** as working days occasionally. Travel around India and occasional travel abroad for meetings.

Please specify any passport/visa and/or nationality requirement.	The candidate should have a legal right to work in India
Please indicate if any security or legal checks are required for this role.	Reference and Background Verification Checks as per British Council India HR policy

Person Specification

	Essential	Desirable	Assessment stage
Behaviours	Being Accountable (essential) Working together (essential) Making it happen (essential)		Interview
	Creating shared purpose (essential) Shaping the future (essential) Connecting with others (essential)		These behaviours will be needed to successfully carry out the role, but will not be assessed for recruitment purposes
Skills and Knowledge	Core Skills Managing Projects: level 1 Using Technology: level 2 Communicating and Influencing: level 2 Excellent written and spoken English: Common European Framework of Reference for Languages (Level B2): Can understand complex texts in his / her field of specialisation. Demonstrates reasonable degree of fluency while interacting.		Short listing & Interview Language test - post selection if required
Experience	At least 1 years' experience of working in an organisation.	Experience in Customer Service/ Marketing/Sales or Operations	Short listing & Interview
Qualifications	Graduate degree in any discipline		Short listing

Submitted by	Head Business Development English Face-to-face India	Date	March 2016
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