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|  | Role Profile |

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| **Job Title** | Marketing Manager –English Language Centre, Chennai | | | |
| **Directorate or Region** | South Asia | | **Department/Country** | English Language Centre, Chennai, India |
| **Location of post** | Chennai | | **Pay Band** | H |
| **Reports to** | Senior Manager Operations & Marketing, Chennai | | **Duration of job** | Indefinite contract |
| ***Purpose of job:*** To manage the marketing and promotion of British Council Chennai English Language Centre (ELC) products and services. To contribute to the planning and drafting of marketing plans, and to take responsibility for their implementation. To analyse and report on marketing activity and demonstrate return on investment.  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 at the British Council Chennai office.  ***Context and environment:*** *(e.g. dept description, region description, organogram)*  **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, Chennai, Kolkata and Mumbai. In partnership with the Indian Council of Cultural Relations, we run centres in Ahmedabad, Bangalore, Chandigarh, Hyderabad, and Pune. Our English language programmes 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, a 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, and examinations for English language certification and assessment.  **Chennai English Language Centre**  Chennai ELC is well established and growing. There will soon be 9 classrooms, around 1,400 students registered per term, and about 25 full-time and hourly paid teachers, all local. Students are adults, young learners, and teachers of English. Main course types offered are general English, spoken English, Primary and secondary Young Learners, IELTS preparation, business English, and courses for teachers, which include the flagship CELTA programme.  The British Council Chennai is an attractive modern building set in a garden with cafeteria. There is a library and a busy lively office from which programmes are delivered across South India. The English Language Centre is run by a marketing and operations team and an academic team, all reporting to Head of Teaching Centre. They are accountable to the Teaching centre Manager India and Director South India for financial, HR and academic matters.  The post holder will be a key member of the ELC management team, reporting to Senior Manager Operations and Marketing, and liaising closely with the Academic and Customer Services colleagues, as well as counterparts in Delhi and Kolkata. Line management responsibilities include a Marketing & Operations Executive and temporary staff as required    ***Accountabilities, responsibilities and main duties:*** *(including people management and finance)*  **Marketing Management**   * Implement marketing and promotion plans for ELC public courses for target audiences. * Manage and monitor the multi-channel marketing and advertising plan for English language services in consultation with Senior Manager Marketing and Operations * Work with communications team to implement appropriate press and media plans and implement internal communications plan for English language services to the wider British Council teams * Develop marketing collaterals, web content and other communications related materials and manage web and social media in accordance with British Council brand guidelines * Manage events onsite and offsite that support achievement of marketing goals * Monitor and manage the marketing budget according to corporate budget management, procurement and finance standards.   **Monitor marketing activity**   * Carry out periodic external and internal marketing audits for English language services, including competitor analyses. * Work with customer services and operations teams to ensure accurate recording of customer data. Analyse and report on data, to build customer profiles, and inform business decisions. * Obtain customer feedback using scorecard questionnaires, focus groups and other tools. Report on feedback as per timelines, and contribute to resulting action plans. * Track and report effectiveness of all marketing activity by monitoring enquiries, conversions to level test booking, and sales   **Business planning**   * Contribute to annual business plans by providing key data and contributing ideas to marketing strategy. * Implement projects under digital marketing action plan and provide regular progress reports   **Collaborative working and line management**   * Work with academic teams to understand and articulate key benefits of all products, to improve them, and to develop new ones. * Ensure agreed marketing messages are present across all printed and digital communications * Work with other teams on initiatives to promote British Council services as required * Line manage executive level colleagues and temp staff to corporate standards as required * As key member of the ELC management team, carry out other duties as required   ***Key relationships:*** *(include internal and external)*  Senior Manager Marketing and Operations  Head, English Language Centre  Manager Operations  ELC Executive  Academic Managers  Teachers  Marketing Managers In Delhi and Kolkata  Teaching Centre Manager India  Heads of Unit and Director South India  ELC actual and potential customers  Vendors, including advertising agencies    ***Other important features or requirements of the job*** *(e.g. travel, unsocial/evening hours, restrictions on employment etc)*  Occasional working at evenings and weekends (office hours would be adjusted) | | | | |
| 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**

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|  | | **Essential** | **Desirable** | | **Assessment stage** |
| **Behaviours** | | **Connecting with others – (*More Demanding*)**  Actively appreciating the needs and concerns of myself and others  **Making it happen – (*More Demanding*)**  Delivering clear results for the British Council  **Shaping the Future– (*Essential*)**:  Looking for ways in which we can do things better |  | | Interview |
|  | | Being Accountable – (Essential)  Delivering my best work in order to meet my commitments  Creating shared purpose: (Essential)  Making regular opportunities to understand others better  Working together (Essential)  Establishing a genuinely common goal with others |  | | These behaviours will be needed to successfully carry out the role, but will not be assessed for recruitment purposes |
| **Core Skills** | | **Developing Business – *Level 2***  Analyses trends  *Researches markets and conducts cost/benefit analyses to identify new opportunities or recommend improvements to current initiatives.* |  | | Short listing. Assessed during interview with a presentation |
| **Communicating and influencing - *Level 2***  Relates communications to circumstances  *Displays good listening, writing and speaking skills, setting out logical arguments clearly and adapting language and form of communication to meet the needs of different people/audiences.* | Communicating & Influencing – *Level 3* **Is creative and adaptable in communications**  Able to use a range of non-standard and creative approaches to inform, and persuade others, extending beyond logical argument to influence decisions and actions in a way which is inclusive and engaging. | |
| **Planning and Organising – *Level 2***  Plans ahead  *Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.* |  | | Short listing & interview |
| **Experience** | | Minimum of 2 years’ experience in a sales & marketing role, including business management and administration  Experience in marketing via social media, or demonstrable interest and aptitude | Experience in Education sector with B2C customers | | Short listing & interview |
| **Qualifications** | | Graduate degree | MBA  Digital Marketing qualification | | Short listing & interview |
|  | | English equivalent IELTS band 7.5 |  | | Interview & Shortlisting |
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| **Submitted by** | Senior Manager, Operations & Marketing, English Language Centre, Chennai | | Date | 26 May 2015 |