

Role Title

Ref no- 19/05/270

Marketing Manager
Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Full time	6/G	Dhaka	Indefinite	Director Marketing

Role purpose

To ensure that the British Council's business portfolio elevates its presence in Bangladesh through professional marketing expertise so as to build and enhance our insight led business strategy; develop campaigns to meet the targets and ensure our brand and profile is understood and expanded in all our relationships.

To develop a marketing strategy and its execution through campaigns, with the most optimal contact point strategy both online and offline. To identify the target audiences and various stakeholder groups, select appropriate communications channels, and manage the delivery of engaging content. To ensure that both online and offline marketing initiatives are measured, so their success can be analysed. To ensure that customers are put at the centre of delivering focused products and services at the right time, in the right place and in the appropriate way.

This role mostly focuses on our Cultural Centre and Library offers. The efforts of this role will reinforce our position as a cultural relations organisation with high quality online and offline offers, educational services, youth engagement activities, and public events that positively change lives.

About us

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

British Council in South Asia Region

South Asia, with a population of around 1.8 billion people, is one of the most diverse and dynamic parts of the world and is characterized by continuing economic growth. We have operations in high-growth developing economies of India, Pakistan, Bangladesh, Sri Lanka, Nepal, and Afghanistan.

Our operational model is to lead surplus generating business in English and our multi-million pound Exams services and growing self-sustaining and partnership-driven programmes in Education, Society and Arts fields. We are increasingly focused on generating maximum impact with our audiences with minimum draw on UK government funds. Increasingly, we are working across countries and business fields, to maximise impact and the return on investment.

Function overview

Marketing at the British Council is a strategic function which drives awareness, understanding and engagement with us across our diverse audiences. We use insight, knowledge and analysis of our market and our customers to engage them with the British Council's international cultural relations mission, our products and services in the most impactful and effective way. We lead the development of our brand and tell inspiring stories to enhance our global reputation, build lifelong relationships, engage our staff and prove the impact of what we do.

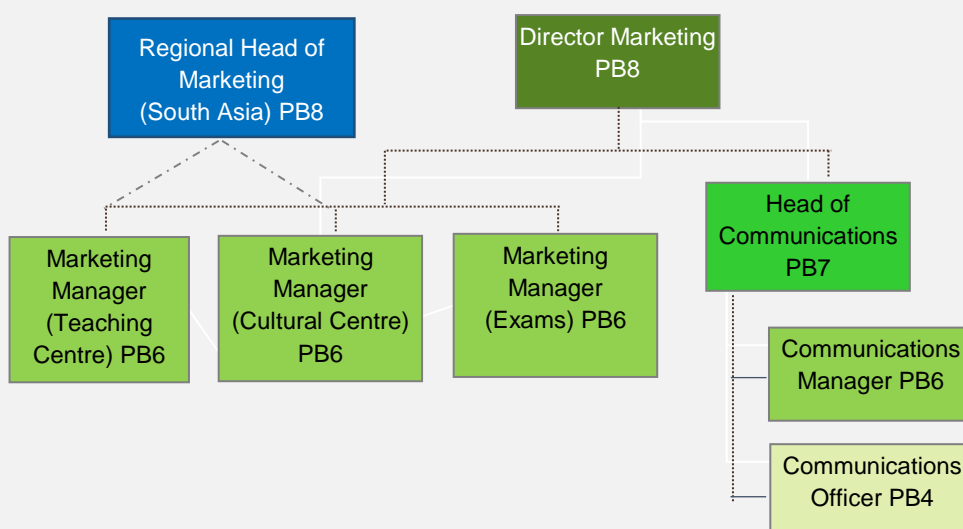
You will be part of a central team that works with all business units in developing integrated marketing campaigns throughout the year. The team mainly focuses on promoting Cultural Centre and Library, Teaching and Exams businesses, as well as the key themes of our programme portfolio which is focused on engaging with the youth population.

The British Council's library services have had a profound and long-term impact on individuals, communities and countries around the world. They are respected and valued, even loved. Our legacy – the library, has now been transformed into a cultural convening space. Members and visitors can use the space for various purposes including reading books, preparing for exams, watching movies, enjoying cultural performances, listening to audio books, playing games, hanging out with friends, strolling in an outdoor exhibition and many more. Members can also access the newly launched digital library offers which includes a range of international newspapers and magazines, films, comics, e-learning courses and audiobooks from their devices. Details of our Digital Library collections can be found [here](#).

The **Cultural Centre** aims to attract and engage Bangladeshi audiences in projects, performances, debates and exhibitions, connecting new ideas with open minds. These activities will create greater mutual understanding of the British and Bangladeshi culture and arts, for example, exploring education, teaching practices, English learning, the cultural industries, social exclusion, cultural identity, equal opportunity and diversity. The centre will inspire more creative works and contribute to the richness of Bangladesh's multi-cultural society.

Marketing of Cultural Centre and Libraries is a pivotal role here, dealing with internal and external stakeholders at a local, regional and global level.

Organogram



Main opportunities/challenges for this role:

- Developing marketing strategy and execution of the plan for the Cultural Centre and Library services, ensuring that it drives and supports the country's strategic objectives in a flexible, cost-effective way
- Developing market insights by conducting competitor analysis and consumer behaviour analysis to draw clear differentiation with our own offers
- Segmenting the various offers and services of the Cultural Centre portfolio, identifying the right target markets, right channels, and messaging to attract audiences
- Agreeing the delivery mechanisms of the promotional plan, budgets and programming with country marketing lead and regional marketing adviser
- Support effective, integrated and joined up delivery of various corporate promotional activities and events across Bangladesh to maximise impact and share of voice in the market place

Main Accountabilities:

Country marketing strategy, performance monitoring and reporting

- Develops marketing strategy and market intervention plans for the Cultural Centre portfolio, agreeing the programmes, delivery mechanisms, budgets and resources with country and regional marketing colleagues
- Uses local knowledge to help identify and evaluate useful sources of information to maintain customer or competitor analysis
- Ensures digital marketing (i.e. web, social media, mobile, email, search, etc.) are integrated into the overall marketing plans
- Tracks performance of online and offline marketing campaigns using analytics tools
- Evaluates value for money and return on investment for various marketing activities
- Monitors and reports on agreed marketing KPIs to help inform decisions about investments
- Ensures compliance to the brand guidelines for all activities of the Cultural Centre portfolio
- Identifies opportunities for cross-SBU collaboration for higher results and greater impact.
- Ensures all duties are delivered in line with the British Council's policy on Child Protection and Equal Opportunity and Diversity, and these is taken into account when planning and delivering activity
- Contributes and monitor to implement practical elements of Child safe action plan for Marketing and Communication team

Consultancy, analysis and problem-solving

- Applies professional marketing expertise to develop and enhance marketing strategies, plans and approaches based on insights and market intelligence
- Applies core technical and professional knowledge to identify and assess current state of Cultural Centre marketing, suggests opportunities for improvement and design and supports the development of new or improved practice to drive business growth and reduce duplication of activities and expenditure
- Presents information clearly as needed from the senior marketing team to tailor the presentation of findings to meet the differing needs of stakeholders

Internal customer focus

- Builds an in-depth understanding of the operational context, opportunities and challenges for marketing functions and teams
- Makes appropriate linkages to issues to help ensure that the development of marketing strategies and plans is based on informed business insight and joined-up thinking
- Proactively seeks internal customer and other stakeholder feedback to monitor satisfaction with the provision of marketing services for the country and specialist advice and support provided enabling improvements to be made where issues are identified.

Service improvement

- Supports the implementation of approaches and/or techniques which enhance efficiency and wider business impact, ensuring alignment across the country and to the regional marketing strategy
- Leads and drives a clear focus on audiences and market segmentation for the Cultural Centre portfolio
- Explains to colleagues within the Cultural Centre team the need for compliance with agreed marketing policies and processes and produces reports to demonstrate compliance as

needed.

- Monitors the British Council brand compliance within Cultural Centre operation across country, and manages interventions to address and resolve reasons for non-compliance

Commercial and financial management

- Using agreed corporate systems and processes, plans and manages the budget for the Cultural Centre marketing plans and programmes
- Conducts monthly and year-end reporting on progress against plan and deliverables, budget, and management of issues and risks
- Shows an understanding of value for money/cost effectiveness in the advice, recommendations and service support, to achieve the best results from projects, products and services.

Relationship and stakeholder management

- Proactively participates in the Marketing Community of Practice and network of marketing professionals developing good working relationships with marketing colleagues across the organisation and the business and operational teams
- Develops peer/personal networks within and outside Marketing to enhance own knowledge and expertise
- Proactively builds and maintains excellent relationships with internal partners and stakeholders to ensure integrated, joined up and future-proofed approaches and solutions

Leadership and management

- Plans and prioritises own work activities to ensure effective delivery of marketing activities for the Cultural Centre portfolio over a quarterly to annual time horizon
- Shares intelligence, experience and ideas to support senior managers in marketing in identifying/developing new ways in which marketing could positively impact upon the British Council's operational efficiency and effectiveness.

Key Relationships:

Internal

- Country Directorate
- Country Marketing Team
- Country Cultural Centre Portfolio Lead
- Country Customer Services team
- Regional Marketing Team
- Regional Libraries Lead
- Global Marketing Team Leads
- Global Brand and Corporate Events team
- Marketing Community of Practice advocates and members

External

- Vendors / suppliers/ agencies
- Partners and sponsors
- Other relevant stakeholders

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	You must have the right to live and work in the country in which the role is based.	Shortlisting
Direct contact or managing staff working with children?	No	N/A
Notes	Occasional national and international travel	

	<p>and unsocial/evening hours working. ID, local/international police record check, qualification and reference checks are required for external candidates.</p> <p>This post holder has a scope to work with children indirectly. Therefore, s/he needs to understand the importance of child protection and ensure that Child Protection policy and procedures are in place to offer maximum protection of children and young people at all relevant events and activities and will ensure compliance with British Council Child Protection policy.</p>	
Person Specification:		Assessment stage
Language requirements		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Good spoken and written English Good spoken and written Bangla 	English at IELTS 7 level	Shortlisting
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Graduate in Business or Marketing	<p>MBA or Postgraduate in Marketing, Communications or related field.</p> <p>Professional qualification in digital marketing or digital media.</p>	Shortlisting
Role Specific Knowledge and Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Overall four years of experience with at least one year experience in managerial capacity Experience in a marketing role in areas of integrated marketing communications, branding, digital and PR Understanding of potential markets/customers Hands on experience in delivering marketing campaigns as well as evaluating the performance of the campaigns and apply learning for refining future campaigns Sound track record within brand management and achieving brand volume targets while increasing brand equity Experience in developing/creating 	<ul style="list-style-type: none"> Experience in a global organization Understanding of educational and international cultural relations sectors Excellent skills in digital marketing, large scale web solutions rollout, web analytics and metrics. Have a passion for digital and mobile technology, and be on top of all the leading edge industry trends, developments and best practices. Knowledge of Web analytics tool and metrics, and other web/social media 	Shortlisting and/or Interview

<div>social media content and social media platform management</div> <ul style="list-style-type: none">▪ Preparing forecast and monitoring budgets▪ Considerable experience in working in a matrix situation with multiple stakeholders and deadlines at a time▪ Demonstrable experience in managing websites and intranets▪ Ability to work in a way that promotes the safety and wellbeing of children.	<div>monitoring platforms</div> <ul style="list-style-type: none">• Hands on experience in SEO and SEM• Demonstrable experience in events promotion• Attention to detail, ability to work quickly and independently, prioritise and meet strict deadlines and be flexible.• Experience of working with children.	
Role Specific Skills		Assessment Stage
<div>CIM Marketing Competencies</div> <div>Insights (Level 3)</div> <ul style="list-style-type: none">• Obtains information about markets: Collects information and work with market research agencies to inform marketing plans• Analyses information for insights: Analyses and presents information from research and customer feedback as insights <div>Integrated marketing communications (Level 3)</div> <ul style="list-style-type: none">• Develops integrated marketing communications: Develops marketing communications campaigns using both physical and digital tools• Delivers integrated marketing communications: Delivers integrated marketing communications campaigns using both physical and digital tools <div>Partnership marketing (Level 3)</div> <ul style="list-style-type: none">• Develops channel to market/partnership marketing plans: Develops channel/partnership marketing plans to meet customer needs and achieve business goals• Delivers the channel to market/partnership marketing offer: Implements channel and/or partnership marketing activities <div>Monitoring and measuring effectiveness (Level 3)</div> <ul style="list-style-type: none">• Measures the effectiveness of marketing activities: Collects, synthesises, analyses and reports measurement data• Uses analytics to explain the success or failure of marketing activities: Participates in reviews of marketing activities using measurement data and analytics to identify improvements• Monitors digital and social reputation: Uses social analytics and listening tools to identify improvements to organisational processes that will enhance social reputation		<div>Shortlisting AND Interview</div>
British Council Core Skills		Assessment Stage
<div>Managing projects - Level 3</div> <div>Leads smaller projects: Analyses requirements with the sponsor/stakeholders, defining the specification, planning, revising, implementing and evaluating on small-to-medium scale and/or low risk projects.</div> <div>Planning and organising - Level 3</div> <div>Develops annual plans: Develops and reviews the implementation of annual plans for a work group or function taking account of business and</div>		<div>Shortlisting AND Interview</div>

customer requirements and reconciling competing demands.

Analysing data and problems - Level 2

Uses data: Reviews available data and identifies cause and effect, and then chooses the best solution from a range of known alternatives.

Managing finance and resources - Level 2

Uses financial systems and processes: Uses corporate financial systems and processes appropriately as part of the job and on behalf of a team.

Using technology - Level 2

Operates as an advanced user: Works as an advanced practitioner in the use of office software and/or British Council standard and social media platforms and trains or coaches others in their use.

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.

British Council Behaviours

Assessment Stage

Behaviours assessed during interview stage of recruitment process

Interview

Being Accountable (more demanding)

Putting the needs of the team or British Council ahead of my own

Making it happen (more demanding)

Challenging myself and others to deliver and measure better results

Creating shared purpose (more demanding)

Creating energy and clarity so that people want to work purposefully together

Behaviours not assessed during recruitment process

Working together (more demanding)

Ensuring that others benefit as well as me

Shaping the future (essential)

Looking for ways in which we can do things better

Connecting with others (essential)

Making regular opportunities to understand others better

Prepared by:

Date:

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Director Marketing

May 2019

“The British Council believes that all children have potential and that every child matters - everywhere in the world. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC, 1989”

“The British Council is committed to a policy of equal opportunity. Our policy aims to ensure that no job applicant or employee receives less favourable treatment on the grounds of gender, age, disability, ethnicity, religion or marital status. We guarantee an interview to disabled candidates who meet the essential criteria”

