

Job Description

Job Title	Customer Management and Sales (CMS) Coordinator		
Directorate or Region	Wider Europe	Department/Country	Kazakhstan
Location of post	Almaty (with oversight of CMS for Astana office)	Pay Band	H
Reports to	Assistant Director English Language Services	Duration of job	Definite Contract (Maternity Leave cover)

Purpose of job:

Responsible for managing the CMS team to ensure a high quality service to internal and external customers.

Project a professional image of the British Council and the UK by providing a high quality, welcoming and efficient customer experience.

Context and environment:

The British Council, Kazakhstan has been working since 1994 in the areas of English language teaching and assessment, Education and Arts to help build friendly knowledge and understanding between Kazakhstan and the UK. In January 2016 a Limited Liability Partnership (LLP) was established to pursue the opportunities for paid-for services in those areas. As a result, there is now a more business-focussed approach.

Currently, The British Council is delivering English language courses to several organisations, most notably an intensive course to around 300 students a year as part of the Bolashak Programme and delivering exams to over 19,000 candidates a year. This role will play an integral role in the business development strategy. The successful applicant will be expected to implement a sales strategy to improve business performance.

The British Council also runs a programme of activities in the Arts, Higher Education, English and Society which engaging directly with 28,000 people a year and with an overall reach in Kazakhstan of 1M. Partners and participants are valued as customers, requiring high standards of customer care.

The British Council is an equal opportunities and diversity employer, and the post-holder will play a role in ensuring that Equality, Diversity and Inclusion policies are consistently applied through the operation.

The British Council has a fundamental duty of care of all children engaged in activities with us under our mandatory Child Protection Policy. All our employees must be familiar with and follow the Child Protection Code of Conduct. 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.

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

- Supervise and deliver professional front-of-house customer service
- Perform the role of the Enquiries Manager and ensure high quality and consistency of answers provided by CMS team to customers' enquiries
- Pro-actively cross-sell the British Council services to enquirers
- Take ownership of customer feedback by making clear notes on an enquiry/complaint, channelling them to relevant members of staff and by ensuring the answer is given on time
- Act proactively, read the web-site regularly, communicate to colleagues to ensure a good knowledge of all BC products and their updates
- Manage and deliver the registration of candidates for on a continuous basis and proactively cross sell all relevant British Council services which customers may be interested in
- Set and meet sales targets
- Perform relevant financial transactions using in-house software
- Manage financial transactions with customers
- Engage in business development
- Line manage other members of the CMS team

• **Key external relationships:**

- Partners
- Stakeholders
- Partners
- Customers

Key internal relationships:

- Director Kazakhstan
- Director English Language Services
- Assistant Director English Language Services
- Head of Arts
- Head of Education and Science
- Exams Manager
- Marketing and Communications Team Kazakhstan
- Finance and Resources Team Kazakhstan

Please specify any passport/visa and/or nationality requirement.	Must be able to work in Kazakhstan
Please indicate if any security or legal checks are required for this role.	Appropriate child protection assurance checks

Person Specification

	Essential	Desirable	Assessment stage
Behaviours	<p>Creating shared purpose Communicating an engaging picture of how we can work together (essential)</p> <p>Connecting with others Making regular opportunities to understand others (essential)</p> <p>Working together Establishing a genuinely common goal with others (essential)</p> <p>Being accountable Delivering my best work in order to meet my commitments (essential)</p> <p>Making it happen Delivering clear results for the British Council (essential)</p> <p>Shaping the future Looking for ways in which we can do things better (essential)</p>		<p>The following behaviours will be tested during the interview:</p> <p>Working together</p> <p>Connecting with others</p>
Skills and Knowledge	<p>Customer Service Orientation Financial planning and management (level1)</p> <p>Communications (level 1)</p>	<p>Marketing and customer service (level 1)</p> <p>Skills, knowledge and understanding of working safely with children</p>	Short-listing and interview
Experience	Working with customers (via phone, face-to-face and correspondence)		Short-listing and interview
Qualifications	University degree		Short-listing and interview
Language proficiency	Fluent written and spoken English and Russian	Good written and spoken Kazakh	Short-listing and interview

Submitted by	Director English Language Services	Date	May 2016
Post holder		Date	