

Role Title

Marketing Manager (Central Asia)

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Policy, Advisory and Expertise	6/G	Almaty/ Nur-Sultan	Indefinite contract	Head of Marketing Wider Europe

Role purpose

The overall purpose of this role is to lead the development and execution of the country marketing strategy and plans for all countries within the Cluster, ensuring alignment to the regional and global marketing strategy and brand, and to work in partnership with Strategic Business Units (SBUs) to ensure that country marketing programmes enable required business targets.

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.

The British Council has two offices in Central Asia: Kazakhstan and Uzbekistan, and extended work in Kyrgyzstan and Tajikistan from Kazakhstan. In Tajikistan we deliver IELTS for UKVI and Aptis. In Kyrgyzstan we offer Study UK services and UK Alumni work and support education and arts activities.

Our objective is to help Central Asia's young people, including those that do not traditionally engage with the UK, to realize their potential by engaging with the UK's cultural and educational resources. This will provide them with a positive experience of the UK and help them to become more economically productive and socially engaged.

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 use our expertise to tell inspiring stories to enhance our global reputation, build lifelong relationships, engage our staff and prove the impact of what we do.

Main opportunities/challenges for this role:

- Leading marketing strategy, planning and execution for the cluster of countries, ensuring that it drives and supports the global strategic objectives for the British Council in a flexible, cost-effective way
- Leading the development and execution of cluster and country market strategies working with the Country Marketing Co-ordinators, agreeing the delivery mechanisms, budgets and programmes with regional marketing and overseeing delivery to plan
- Ensuring effective, integrated and joined up delivery of country marketing activity to maximise impact and return on investment in the market place.

Main Accountabilities:

Country and cluster marketing strategy

- Leads the development and execution of the marketing strategy and plans for all countries within the cluster ensuring alignment to the regional and global marketing strategy
- Leads the development and execution of go to market strategy and plans for strategic business units across the cluster countries, agreeing the programmes, delivery mechanisms, budgets and resources with regional marketing
- Leads the development and execution of campaign strategies to support a variety of routes to market and maximise impact and share of voice,
- Leads the deployment of the British Council brand architecture in line with brand management standards across the cluster
- Provides oversight for cluster country communications to intermediaries and partners, including society stakeholders
- Provides expert marketing advice to help to win donor business and shape partnership strategies within the cluster countries
- Ensures that clear and consistent marketing processes are deployed in each country aligned to agreed global marketing processes
- Monitors and reports on agreed marketing KPIs for each country through the country marketing manager
- Oversees the commissioning of country market insight working with the regional marketing manager to identify opportunities for new product development and proactively shares results across the cluster and with regional and SBU leaders and the Marketing Community of Practice

Consultancy, analysis and problem-solving

- Applies advanced marketing expertise to develop and enhance marketing strategies, plans and approaches for the cluster
- Applies core technical and professional knowledge to identify and assess current state of country marketing, define opportunities for improvement and design and develop new or improved practice to drive business growth and reduce duplication of activities and expenditure

Internal customer focus

- Builds an in-depth understanding of the cluster countries and their operational context, opportunities and challenges for marketing functions and teams
- Makes appropriate linkages to issues across the cluster, strategic business units and region, to ensure that the development of country 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 across the cluster and specialist advices and support provided enabling improvements to be made where issues are identified.

Service improvement

- Identifies and implements new country marketing approaches and/or techniques which enhance efficiency and wider business impact, ensuring alignment across the cluster and to the regional marketing strategy
- Leads and drives a clear focus on audiences and market segmentation across the cluster supporting the country marketing managers to deliver
- Explains to customer and colleagues across the cluster the need for compliance with agreed marketing policies and processes and produces reports at cluster level to

demonstrate compliance as needed.

- Champions the deployment of the British Council brand architecture, monitors country compliance, and manages interventions to address and resolve reasons for non-compliance
- May participate as part of the regional marketing team to support implementation of change projects that are marketing led.

Functional expertise

- Provides proactive professional advice and support to internal customers to ensure local and SBU specific requirements across the cluster are high quality, effective and compliant with marketing policy, process and governance.
- Ensure the development of high quality and effective cluster and country marketing plans and solutions across their cluster using and sharing their marketing expertise
- Proactively pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise.
- Fully-qualified within CIM (or the equivalent by experience), combined with a track record of practice in the field

Commercial and financial management

- Using agreed corporate systems and processes, plans and manages the budget for the cluster of countries they support with regard to country 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 they provide to colleagues in the business teams supporting them to achieve return on investment for the marketing budget.

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 across the cluster they support.
- 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 team and own work activities to ensure effective delivery of marketing activities across the cluster 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

- Regional marketing team
- Cluster and country directors
- Country/cluster leadership team
- Regional leadership team
- SBU programme leaders
- Global Marketing Centre of Excellence leaders
- Community of Practice advocates and members

External

- Suppliers
- Partners / donor organisations

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.	<i>Shortlisting</i>
Direct contact or managing staff working with children?	No	<i>N/a</i>
Notes	Occasional national and international travel and unsocial/evening hours working	
Person Specification:		Assessment stage
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Relevant external professional organisations e.g. CIM, Melcrum, GCN, CIPR, WOMMA etc. (or equivalent experience in relevant discipline)		<i>Shortlisting</i>
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Considerable experience in a marketing management position at a national level within a large and complex organisation. ▪ Demonstrable experience of developing marketing strategies and plans ▪ Demonstrable experience in managing supplier relationships 	<ul style="list-style-type: none"> ▪ Experience in a global organisation ▪ Evidence of successful line management of a small team 	<i>Shortlisting</i>
Role Specific Skills (if any)		Assessment Stage
<p>CIM Marketing Competencies</p> <p>Insights (Level 3) Ensures their country requirements for research are considered at regional level to contribute to greater efficiency and consistency in the commissioning of market research.</p> <p>Analyses and presents information from research and customer feedback as insights</p> <p>Integrated marketing communications (Level 3) Creates integrated marketing communications plans using both physical and digital tools</p> <p>Partnership marketing (Level 3) Implements processes aligned with company values to maintain corporate reputation</p> <p>Monitoring and measuring effectiveness (Level 3) Collects, synthesises, analyses and</p>		<p><i>Shortlisting AND Interview</i></p> <p>Participates in reviews of marketing activities using measurement</p> <p>Implements integrated marketing communications plans using both physical and digital tools</p> <p>Ensures that all marketing activities comply with corporate governance processes and relevant legislation and regulation</p> <p>Uses social analytics and listening tools to identify improvements to</p>

reports measurement data	data and analytics to identify improvements	organisational processes that will enhance social reputation	
British Council Core Skills			Assessment Stage
<p>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.</p> <p>Managing projects (Level 2) – Analyses project data: Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p>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.</p> <p>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.</p> <p>Managing risk (level 2) - Follows good practices: Demonstrates understanding of risk management policies and procedures and record of following them.</p>			Shortlisting Interview AND
British Council Behaviours			Assessment Stage
<p>Connecting with others Actively appreciating the needs and concerns of myself and others (Essential)</p> <p>Working together Ensuring that others benefit as well as me (more demanding)</p> <p>Making it happen Challenging myself and others to deliver and measure better results (more demanding)</p>			Interview
Prepared by:			Date:
Director Marketing Operations/ Director Marketing Wider Europe			2018