

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Marketing Coordinator, English and Exams	Local payband 4 / Grade H	Bucharest, Romania	Definite for year, initially	1 Marketing Manager, E&E

Role Purpose

This post will be supporting the team in Romania by implementing our marketing strategy, providing an exceptional support to events, programmes and activities contributing to the overall impact we make in this market. It will work with our wider marketing community and local teams in understanding and expanding audiences, markets, and channels of communication, especially digital, by actively managing our meaningful engagement with target audiences and customers.

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.

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:

- Support the implementation of our marketing strategy in Romania so that we achieve our impact and business targets.
- Working with country teams, create an exceptional customer experience for audience who participate in our programmes and services.
- Ensure all our marketing collateral, online and offline, are on brand.
- Extend our digital reach by actively managing local social media and web channels and work closely with the wider marketing network in achieving meaningful digital engagement with our audiences.

Main Accountabilities:

Marketing and Communications Strategy

- Supports the execution of the marketing and communications strategy and plans for the country.
- Supports the development and execution of campaign strategies, both traditional and online, to support a variety of routes to market and maximise impact and share of voice.
- Support events following the online registrations process and back-office tasks
- Follows agreed marketing processes in a consistent manner.
- Monitors and reports on agreed marketing KPIs
- Proactively shares results and best practices with country/regional and SBU leaders and the Marketing Community of Practice.

Functional expertise

- Coordinate our presence across various digital channels, from country websites to social media and achieve not only the agreed digital targets but also meaningful engagement with our target audiences through online comments, likes, shares and discussions and usage of global websites.
- Produce and upload campaign content for different marketing channels, including country website and social media, making sure they are on brand with no broken links and spelling errors.
- Provides proactive professional advice and support to internal customers to ensure local, regional and SBU specific requirements are compliant with marketing policy, process and governance.
- Briefs and works with designers and creative agencies to produce campaign / product collateral following the regional and the global brand guidelines and toolkits.
- Proactively pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise.

Service improvement

- Supports the implementation of new marketing approaches and/or techniques which enhance efficiency and wider business impact, ensuring alignment to the country marketing strategy.
- Supports our work on audiences and market segmentation [Country] working closely with the Head of Marketing or the Country Marketing Manager.
- Communicates to customers and colleagues within the country the need for compliance with agreed marketing policies and processes, assisting Head of Marketing in the production of reports at country level to demonstrate compliance as needed.
- Supports the deployment of the British Council brand architecture, monitors country compliance, and support interventions to address and resolve reasons for non-compliance.
- Researches new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums.
- Coordinates with the insights managers following the regional process for insight sharing, research and trends analysis requirements.

Consultancy, analysis and problem-solving

- Applies core technical knowledge to support the development of new or improved practice to drive business growth and reduce duplication of activities and expenditure.

Internal customer focus

- Supports others with understanding of the local context, opportunities and challenges for marketing functions and teams.
- Facilitates successful internal knowledge sharing within the region by sharing case studies and best practice.
- Proactively seeks internal customer and other stakeholder feedback to monitor satisfaction with the provision of marketing services for the region and discuss those with the country and cluster marketing teams.

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.

Key Relationships:

Internal

- Country Marketing team/head
- Regional Marketing Director and leadership team
- Country Director
- Country Senior Management team
- SBU programme leaders
- Global Marketing Centre of Excellence leaders
- Marketing Community of Practice advocates and members

External

- Suppliers
- Marketing & Communication Agencies – Creative, Media, PR, and Digital
- Partners / donor organisations

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Rights to live and work in the country in which the role is based.	Shortlisting
Notes	No	N/a
Person Specification:		Assessment stage
Language requirements		
Minimum / essential	Desirable	Assessment Stage
Strong level of written and spoken Romanian (C1 level)		Shortlisting
Strong level of written and spoken English (C1 level)		
Qualifications		
Minimum / essential	Desirable	Assessment Stage
Degree or professional qualification in marketing or business	Relevant external professional accreditation.e.g. CIM, Melcrum, GCN, CIPR, WOMMA etc. (or equivalent experience in relevant discipline)	Shortlisting

Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Experience in a marketing assistant position at a national level within a medium or large organisation. Demonstrable experience of implementing marketing plans Demonstrable experience in managing supplier relationships 	<ul style="list-style-type: none"> Experience in a global organisation 	Shortlisting Interview and
Role Specific Skills		<i>Assessment Stage</i>
<p>CIM Marketing Competencies Insights (Level 2) Identifies and collects information from research and customer feedback as insights</p> <p>Integrated marketing communications (Level 2) Contributes to the development of marketing communications campaigns. Delivers integrated marketing communications campaigns using both physical and digital tools</p> <p>Monitoring and measuring effectiveness (Level 2) Supports the collection and reporting of measurement data. Supports reviews of marketing activities to identify improvements</p>		Shortlisting interview AND
British Council Core Skills		<i>Assessment Stage</i>
<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 1) – Is methodical: Able to plan own work over short timescales for routine or familiar tasks and processes.</p> <p>Analysing data and problems (level 1) – Is systematic: Breaks down problems into a list of tasks to be done and decides on appropriate action.</p>		Shortlisting interview AND
British Council Behaviours		<i>Assessment Stage</i>
<p>Working together (Essential) Establishing a genuinely common goal with others</p> <p>Connecting with others (Essential) Making regular opportunities to understand others better</p> <p>Making it Happen (Essential) Delivering clear results for the British Council</p>		Interview
Prepared by:		Date:
Natalie Wilkins / Cathy Blake		January 2020

