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| bc-stacked-2995 | | | | | | | |
| Role Title | | | | | | | |
| **Business Development Manager** | | | | | | | |
| Role Information | | | | | | | |
| **Role Type** | **Pay Band** | | **Location** | | **Duration** | **Reports to:** | |
| **Business Development** | **G** | | **Bucharest** | | **2 years** | **Director English Language Services Romania** | |
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| Role purpose | | | | | | | |
| To be responsible for rapidly expanding our network of partner schools in Bucharest and more broadly for pursuing opportunities to introduce all our learning products and services to new markets. In so doing, you will play a major role in enabling the British Council to provide an even wider audience with the opportunity to develop their English language skills, which in turn will enable them to achieve their educational and career goals. | | | | | | | |
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| 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. | | | | | | | |
| SBU/Function overview: | | | | | | | |
| The English Strategic Business Unit (ESBU) is one of three strategic business units in the British Council (the others being Arts and Education & Society) all of which have the remit to build trust for the people of the UK by building relationships through aspects of our language and culture. The ESBU achieves this by enabling people across the world to access the life-changing education and work opportunities that are created by learning English or gaining valuable UK qualifications. Promoting the English language also provides a medium for communication, helping break down barriers of misunderstanding or mistrust between cultures.  The British Council Teaching Centre in Bucharest is one of the largest in the EU. Classes are offered six days a week with approximately 3,200 young learners (early years, primary, and secondary) and 800 adults studying with us at any one time. We are currently operating from seven locations in Bucharest and one in Iasi. All branches are managed to a common set of standards ensuring all our learners receive a high quality education.  Increasingly, customers are looking for study options closer to their home, school and place of work. Extending our portfolio of partner schools and exploring other offsite opportunities are therefore a key part of our business strategy. | | | | | | | |
| Main opportunities/challenges for this role: | | | | | | | |
| Central to our strategy is our ambition to increase our presence, reach, and impact in Romania. We believe that there is significant opportunity to grow our Young Learner offer (both B2C and B2B) in Bucharest and we understand the importance of making our courses more accessible by being closer to our target market.  The Business Development Manager will be responsible for rapidly expanding our network of partner schools by contributing to the strengthening of our partnership offer, identifying suitable potential partners, and negotiating agreements which meet the needs and expectations of all parties. There is also the opportunity to work with our colleagues in Exams in developing what our offer might look like.  Business development opportunities are not limited to partnerships with schools, and we are looking for the post-holder to identify opportunities to introduce all our learning products and services to new markets. This includes exploring and pursuing potential new locations for our Adult classes. | | | | | | | |
| Main Accountabilities: | | | | | | | |
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| **Business Development:**   * To analyse market and customer intelligence. * To scope potential off-site delivery locations, carry out suitability assessments, develop relationships with future partners and establish the basis for contractual agreements. * To ensure that opportunities for business growth are identified and exploited.   **Relationship Management**   * To establish effective and durable and mutually beneficial relationships with key stakeholders in partner premises, including School Heads and other relevant points of contact. * To communicate how the British Council’s purpose, values and USPs add value to those of potential partners.   **New Site Preparation & Launch**   * To liaise closely with internal stakeholders to ensure everything is in place for operational go-live of all new off-site branches according to agreed project timetables.   **Leadership**   * Actively participate as an integral member of the Teaching Centre leadership team in regular cross functional meetings. | | | | | | | |
| Key Relationships: | | | | | | | |
| ***Internal***   * Director English Language Services * Teaching Operations Manager * Schools and Corporate Clients Manager * Marketing Manager * Exams Business Development Manager * Academic Manager and Product Leads * Customer Services Manager   ***External***   * Heads of Partner Schools * Partner School Administrative Staff * Property Management Providers | | | | | | | |
| Role Requirements: | | | | | | | |
| **Threshold requirements:** | | | | | | | **Assessment stage** |
| **Passport requirements/ Right to work in country** | | Yes | | | | | Shortlisting |
| **Direct contact or managing staff working with children?** | | No | | | | |  |
| **Notes** | | Frequent travel within Bucharest will be required | | | | |  |
| **Person Specification:** | | | | | | | **Assessment stage** |
| **Language requirements** | | | | | | | |
| ***Minimum / essential*** | | | | ***Desirable*** | | | ***Assessment Stage*** |
| * English (CEF Level C1) * Romanian (CEF Level C2) | | | |  | | | Shortlisting and interview |
| **Qualifications** | | | | | | | |
| ***Minimum / essential*** | | | | ***Desirable*** | | | ***Assessment Stage*** |
| * University degree | | | | * Degree in a relevant field | | | Shortlisting |
| **Role Specific Knowledge & Experience** | | | | | | | |
| ***Minimum / essential*** | | | | ***Desirable*** | | | ***Assessment Stage*** |
| * At least 3 years of relevant work experience * Strategic relationship management experience | | | | * Experience of working in the education sector * Experience of developing new business | | | Shortlisting |
| **Role Specific Skills (if any)** | | | | | | | ***Assessment Stage*** |
| * Strong organisational skills with the ability to prioritise tasks and meet deadlines * Ability to build effective relationships with external partners and internal stakeholders * Administrative experience with the ability to interpret and follow organisational policy and practices | | | | | | | Shortlisting AND Interview |
| **British Council Core Skills** | | | | | | | ***Assessment Stage*** |
| **Developing Business (Level 3)**  Defines and develops products/programmes/services which deliver British Council goals on impact, income and surplus within a defined area of business that responds to market opportunities and aligns to wider corporate strategies.  **Managing Accounts & Partnerships (Level 3)**  Identifies and deploys teams of British Council staff whose attributes match the stakeholder/customer/partner’s needs and adapting proposals to accommodate the needs of the other party.  **Communicating & Influencing (Level 3)**  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.  **Managing Risk (Level 2)**  Has track record of identifying and highlighting risks and suggesting mitigating actions | | | | | | | *Shortlisting AND Interview* |
| **British Council Behaviours** | | | | | | | ***Assessment Stage*** |
| ***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  ***Shaping the future (more demanding):***  Exploring ways in which we can add more value  ***Connecting with others (more demanding):***  Actively appreciating the needs and concerns of myself and others  ***Working together*** *(essential) and* ***Creating shared purpose*** *(essential) relate to role but are not assessed during recruitment* | | | | | | | *Interview* |
| **Prepared by:** | | | | | | | **Date:** |
| Kevin McLaven | | | | | | | November 2019 |