

## Role Title

**Marketing Manager, Poland**

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Policy, Advisory and Expertise	PB6 / Local Grade G	Warsaw	1 year fixed term initially	Head of Marketing, Poland

## Role Purpose

The overall purpose of this role is to lead the development and execution of the English and Exams marketing strategy and plans for Poland, ensuring alignment to regional and global marketing strategy and brand, and to work in partnership with 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.

## 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:

- Develop and execute marketing plans for the country, ensuring that it drives and supports the cluster and regional strategic objectives for the British Council in a flexible, cost-effective way.
- Ensuring effective, integrated and joined up delivery of country marketing activity to maximise impact and share of voice in the market place.

## Main Accountabilities:

### Country marketing strategy

- Develop and execute English and Exams marketing plans for the country ensuring that it drives and supports regional strategic objectives for the British Council in a flexible, cost-effective way
- Plans and executes go to market plans for strategic business units across the country, agreeing the programmes, delivery mechanisms, budgets and resources
- Develops and executes digital and non-digital campaigns to support a variety of routes to market and maximise impact and share of voice
- Deploys the British Council brand architecture in line with brand management standards across the country
- Provides oversight for country communications to intermediaries and partners, including society stakeholders
- Provides expert marketing advice to help win donor business and shape partnership strategies within the country
- Ensures that clear and consistent marketing processes are deployed in the country aligned to agreed global marketing processes
- Monitors and reports on agreed marketing KPIs for the country to understand effectiveness and ROI
- Identifies opportunities in the market such as requirements for product regional managers for new product development and proactively shares results across the cluster/region marketing team and with regional and SBU leaders and the Marketing Community of Practice

### Consultancy, analysis & problem-solving

- Applies professional marketing expertise to develop and enhance marketing strategies, plans and approaches for the country
- Applies core technical and professional knowledge to identify and assess current state of country 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 supported as needed from the senior marketing team to tailor the presentation of findings to meet the differing needs of stakeholders in the country

### Internal customer focus

- Supports others in understanding of the country context, opportunities and challenges for marketing functions and teams
- Makes appropriate linkages to issues in the country, strategic business units and cluster/region, to help 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 for the country and specialist advice & support provided enabling improvements to be made where issues are identified

### Service improvement

- Supports the implementation of 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 for the country.
- Explains to customers and colleagues within the country the need for compliance with agreed marketing policies and processes and produces reports at country 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

### Functional expertise

- Provides proactive professional advice and support to internal customers to ensure local

and SBU specific requirements for the country are compliant with marketing policy, process and governance. Ensure the development of high quality and effective country marketing plans and solutions using and sharing their marketing expertise

- Proactively pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise

#### **Commercial & financial management**

- Using agreed corporate systems and processes, plans and manages the budget for the country they support regarding 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 the best results from their projects, products and services

#### **Relationship & 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 & 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 based on sound briefs that support business and brand objectives

#### **Leadership & management**

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

### **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

### **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
Direct contact or managing staff working	No	N/a

<b>with children?</b>		
<b>Notes</b>	Occasional national and international travel and unsocial/evening hours working	
<b>Person Specification:</b>		<b>Assessment stage</b>
<b>Qualifications</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Strong level of written and spoken Polish (C1 level)		Shortlisting
Strong level of written and spoken English (C1 level)		
Degree or professional qualification in marketing or business	Relevant external professional organisations e.g. CIM, Melcrum, GCN, CIPR, WOMMA etc. (or equivalent experience in relevant discipline)	Shortlisting
<b>Role Specific Knowledge &amp; Experience</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>• Demonstrable experience in a marketing position at a national level within a large and complex organisation</li> <li>• Demonstrable experience of developing marketing strategies and plans</li> <li>• Demonstrable experience in managing supplier relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in a global organisation</li> </ul>	Shortlisting
<b>Role Specific Skills</b>		<b>Assessment Stage</b>
<p>CIM Marketing Competencies  <b>Insights (level 3)</b>  Collects information and work with market research agencies to inform marketing plans. Analyses and presents information from research and customer feedback as insights</p> <p><b>Integrated marketing communications (level 3)</b>  Develops and delivers integrated marketing communications plans using both physical and digital tools</p> <p><b>Partnership marketing (level 3)</b>  Develops channel/partnership marketing plans to meet customer needs and achieve business goals</p> <p><b>Monitoring and measuring effectiveness (Level 3)</b>  Collects, synthesises, analyses and reports measurement data. Participates in reviews of marketing activities using measurement data and analytics to identify improvements. Uses social analytics and listening tools to identify improvements to organisational processes that will enhance social reputation</p>		Shortlisting AND Interview
<b>British Council Core Skills</b>		<b>Assessment Stage</b>

<p><b>Communicating and influencing (level 2) - Relates communications to circumstances:</b> 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><b>Managing projects (level 2) - Analyses project data:</b> Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p><b>Planning and organising (level 2) - Plans ahead:</b> Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p> <p><b>Analysing data and problems (level 2) - Uses data:</b> Reviews available data and identifies cause and effect, and then chooses the best solution from a range of known alternatives.</p> <p><b>Managing risk (level 2) - Follows good practices:</b> Demonstrates understanding of risk management policies and procedures and record of following them.</p>	<p><i>Shortlisting AND Interview</i></p>
<p><b>British Council Behaviours</b></p>	<p><b>Assessment Stage</b></p>
<p><b>Creating shared purpose (more demanding)</b> Creating energy and clarity so that people want to work purposefully together.</p> <p><b>Connecting with others (more demanding)</b> Actively appreciating the needs and concerns of myself and others</p> <p><b>Working together (more demanding)</b> Ensuring that others benefit as well as me</p> <p><b>Making it happen (essential)</b> Delivering clear results for the British Council</p>	<p><i>Interview</i></p>
<p><b>Prepared by:</b></p>	<p><b>Date:</b></p>
<p>Natalie Wilkins / Cathy Blake</p>	<p>December 2018</p>