

Role Profile

Business Development Consultant

Role information

Role type	Pay band	Location	Duration	Reports to
Business Development Consultant	Freelance Consultant	Islamabad, Karachi and Faisalabad	2 Years Contract - extendable	Regional Relationship Manager

Role purpose

To work with the Business Development team at British Council to support the sales and marketing function of the exam products portfolio.

About Us

The British Council builds connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language.

We work in two ways – directly with individuals to transform their lives, and with governments and partners to make a bigger difference for the longer term, creating benefit for millions of people all over the world.

We help young people to gain the skills, confidence and connections they are looking for to realise their potential and to participate in strong and inclusive communities. We support them to learn English, to get a high-quality education and to gain internationally recognised qualifications. Our work in arts and culture stimulates creative expression and exchange and nurtures creative enterprise.

We connect the best of the UK with the world and the best of the world with the UK. These connections lead to an understanding of each other's strengths and of the challenges and

values that we share. This builds trust between people in the UK and other nations which endures even when official relations may be strained.

We work on the ground in more than 100 countries.

In 2019-20 we connected with 80 million people directly and with 791 million overall, including online and through our broadcasts and publications.

Geopolitical/SBU/function overview

The English and Examinations Strategic Business Unit (E&E) 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. E&E 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's 2020 vision for English & Examinations is to be the world authority in high quality English language teaching, learning and assessment, as well as the International distributor of choice for UK professional and school qualifications.

The Examinations business makes a significant contribution to British Council financial sustainability, and as such, it is essential that the business evolves in order to maintain its position in a fast-changing operating context. There is a need to standardise and automate activities across the globe to deliver efficiencies, and there is also a requirement to develop new digital products and services to meet changing customer demands and competitive pressures. In a cost and resource-constrained environment, balancing the on-going requirements and allocation of funds will be critical, as will the integration and planning of the implementation of the different changes across a global network of 110+ countries charged with the on-going delivery of impact and income whilst changing key elements of the supporting operational platform.

Main opportunities/challenges for this role

- **Responsible to meet monthly volume targets**
- Responsible to meet weekly visit targets
- Assist in implementation of IELTS business development strategy in the field.
- Plan and organise daily work schedule to call on existing or potential clients.
- Key account management of existing IELTS partners through regular visits.
- Enhance the existing network of partnerships and cultivate these relationships.
- Plan and execute promotional activities and represent British Council at trade fairs / exhibitions / external events.
- Keep management informed by submitting activity and results reports, such as weekly call and sales reports, work plans, and regular market analysis.
- Provide regular market intelligence which informs the marketing strategy.
- Identifying new markets for wider exams products portfolio.

Main accountabilities

Customer service

- Answer enquiries received in person, by email or by telephone in a timely, friendly and professional manner.
- Act on customer feedback by investigating problems, developing solutions and making recommendations to management.
- Monitor client accounts and ensure regular follow-up.

Administrative Support

- Cross functional liaison within the organization with marketing and operational staff to ensure high level of service delivery.

Child Protection

- Ensure strict application of child protection implementation standards in planning, implementation and monitoring in exams as per Child Protection Policy and to escalate child protection issue to the Head of Child Protection Pakistan.
- Ensure safe recruitment process are consistently followed and sustained for venue staff and third parties.
- The post holders must ensure that his/her behaviour is in line with child protection code of conduct with interacting with children.

Other Important Features or Requirements of the Job

- Candidates must have access to a computer with internet connectivity to communicate with their Line Manager – as advised.
- Candidates must have access to their own transportation that they are expected to use during the course of their service delivery. The service fees will be inclusive of mobilization allowance.
- Travel Required: Upto 90% of the time

Key relationships

Internal

Exams Business Development Team
Exams Operations
Exams Business Improvement
Exams Marketing

External

IELTS Business Partnerships

- IELTS prepratory institutes
- Education and immigration consultants
- B2B customers

Role requirements		
Threshold requirements		Assessment stage
Passport requirements/right to work in country	Right to work in Pakistan and resident of respective city of recruitment (Karachi / Lahore/Faisalabad)	Shortlisting
Direct contact or managing staff working with children?	The British Council takes the welfare and safety of children and adults very seriously and as such your behavior is expected to be in line with British Council's Safeguarding Policy and Code of Conduct. Irrespective of your individual role, you will have the responsibility for safeguarding and promoting the welfare of children and adults supporting the implementation of the Policy	NA
Please indicate if any security or legal checks are required for this role.	Security check as applicable to all British Council staff	
Person specification		Assessment stage
Qualifications		
Minimum/essential	Desirable	Assessment stage
<ul style="list-style-type: none"> Bachelor's level degree in any/relevant field 		Shortlisting
Role specific knowledge and experience		
Minimum/essential	Desirable	Assessment stage
<ul style="list-style-type: none"> Minimum one year of B2B sales experience 	<ul style="list-style-type: none"> Experience in B2B sales in education or services industry desirable. 	Short listing and/or Interview

Role specific skills (if any)	Assessment stage
<ul style="list-style-type: none"> Being Accountable – Essential level Connecting With Others – Essential level Making it Happen – Essential level Working Together – Essential level Computer Skills – Essential level 	Shortlisting AND /OR interview
British Council core skills	Assessment stage
<p>Market Analysis and business intelligence (L1)</p> <ul style="list-style-type: none"> Understanding Potential Markets/Customers <p>Manages Relationships with Customers, Clients and Stakeholders (L1)</p> <ul style="list-style-type: none"> Context, Market and Stakeholders <p>Communications Skills</p> <ul style="list-style-type: none"> Excellent written and spoken communication skills in English and Urdu 	Shortlisting AND /OR interview
British Council values and behaviours	Assessment stage
<p>British council values and behaviours are applicable across our organisation, in all roles and at all levels. They are important because they say what we stand for at the British Council and help us to deliver our strategy. We use them to guide our decision making, as well as guiding how we treat one another and the people we work with. These will be assessed in the selection process. Our values are:</p> <p>Open and Committed; Expert and Inclusive; Optimistic and Bold.</p> <p>The behaviours for each values pair can be found on our Intranet SharePoint site for internal staff and at our Careers portal for external applicants.</p>	Shortlisting AND /OR interview
Role Profile completed by	Date
Name: Tauseef Rahman	30 Aug 2022