### Job Description

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|  | Role Profile |

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| Job Title | Marketing and Operations Executive English Language Centre, Chennai |
| Directorate or Region | South India | Department/Country | English Language Centre, Chennai, TN, India |
| Location of post | Chennai | Pay Band | Grade J |
| Reports to | Marketing Manager, English Language Centre, Chennai | Duration of job | Indefinite Contract |
| ***Purpose of job:*** To contribute to the growth and penetration of the market of the English language Centre (ELC) in Chennai for regular public courses (RPC) and closed group ELT delivery. To manage second level enquiries for ELC Chennai along with the Operations Manager. Coordinate with the Marketing Manager, Operations Manager, Customer Services Chennai team and India Contact Centre team to deliver high quality, efficient, welcoming and proactive service. To provide input and feedback about English Language centre’s customer experience and processes with a view to improve them. To support the marketing manager in implementing the marketing and promotional plans for the centre and also provide operations support to the team as required especially with regard to marketing.***Context and environment:*** *(e.g. dept description, region description, organogram)* **The British Council** is the United Kingdom’s international not-for-profit organisation for cultural relations and educational opportunities. For 80 years, we have created international opportunities and trust between people of the UK and other countries worldwide. We call this Cultural Relations. With some 7500 members of staff in over 100 countries, we work primarily with young people through the Arts, English, Education and Society. Our values – integrity, professionalism, creativity, valuing people and mutuality - are embedded in all our work as is our Equity, Diversity and Inclusion policy.**South Asia Region** is of high priority for the UK and comprises India, Pakistan, Bangladesh, Afghanistan, Sri Lanka, Iran (non-represented) and Nepal. Programme priority areas are English, where there is a need to develop a stronger product offer for teachers and learners; Higher Education (with large opportunities in market intelligence and knowledge transfer) and the Arts.**India** The UK has challenging ambitions for its engagement with India in Education, English and the Arts. British Council India’s role is to help create the conditions which will lead to their achievement. Effective management of our external relations and programme delivery in West India is essential in helping us achieve our ambitions for the UK India relationship. Our priorities in the different sectors are:**Arts:** The UK’s ambition in the arts is for strengthened collaboration and exchange between cultural institutions, leaders and professionals; to engage new audiences in the UK’s creativity and ideas leading to an enhanced appreciation of the UK’s cultural assets. The overarching programme for the Arts in India is called Re-imagine, a new five-year initiative (2013 – 2018) launched to develop stronger cultural ties between the two countries. Re-imagine comprises 5 strands: Showcasing; Creative Collaborations; Skills Development; Arts Education and Research and Insight.**Education:** The UK’s ambition in higher education is to attract the best students from India and send UK students to India to strengthen future links. The aim is to significantly increase the institutional partnerships, in research, teaching and innovation, and support India’s reform agenda, including TNE and MOOC provision. In Skills and VET, the UK’s ambition is to play a critical role in helping to skill 500m people. The UK schools sector’s ambitions are to build cultural links and share best practice.**English:** The UK’s ambition is for all learners and English language trainers and teachers in India to have access to English language training, teaching, learning, and testing solutions and professional development opportunities from the UK. We aim to significantly increase the number of UK-India institutional level partnerships and research collaborations (particularly in the fields of language of instruction, English skills for employability and CPD) which will support the Indian government in achieving its reform agenda.**The British Council in India** operates through centres in New Delhi, Chennai, Kolkata and Mumbai. We run five smaller centres in Ahmedabad, Pune, Bangalore, Chandigarh and Hyderabad. India also hosts the British Council Management Services office in Noida, Uttar Pradesh, which provides finance and IT services for the global network.**English programmes in India** Our English language programmes include: courses for teachers and learners at our English language centres in New Delhi, Chennai and Kolkata, blended learning and self-access resources for learners across India, communication, language and skills training for institutional clients, a quality assurance programme for English language providers, teacher development projects in partnership with state governments, workshops, seminars, debates, conferences and publications on English language teaching, and examinations for English language certification and assessment **Chennai English Language Centre**Chennai ELC is well established and growing. There will soon be 9 classrooms, around 1,400 students registered per term, and about 25 full-time and hourly paid teachers, all local. Students are adults, young learners, and teachers of English. Main course types offered are general English, spoken English, Primary and secondary YL, IELTS preparation, business English, and courses for teachers, which include the flagship CELTA programme. The British Council Chennai is an attractive modern building set in a garden with cafeteria. There is a library and a busy lively office from which programmes are delivered across South India. The ELC is run by a marketing and operations team and an academic team, all reporting to Head of Teaching Centre. They are accountable to the Teaching centre Manager India and Director South India for financial, HR and academic matters.The post holder will be a key member of the ELC management team, reporting to Marketing Manager, Chennai English Language Centre, and liaising closely with the Academic and Customer Services colleagues, as well as counterparts in Delhi and Kolkata. The post holder maybe required to manage temporary staff / support staff.For more details visit [www.britishcouncil.in/English/Schools](http://www.britishcouncil.in/English/Schools) ***Accountabilities, responsibilities and main duties:*** *(including people management and finance)****Marketing Support**** Support in executing marketing plans for ELC Chennai public courses for target audiences
* Implementation of customer engagement activities (offline and online)
* Support with monthly marketing and enquiry data to submit monthly reports on time
* Work with the Academic Managers and Marketing Manager to ensure customer communication within the campus is updated regularly with fresh content
* Work with appointed freelance staff to respond to customer enquires
* Assist the Marketing Manager in conducting competitor analysis, in providing up-to-date market information for the development of marketing plans and position strategies
* Coordinate with agencies and vendors for purchase orders, invoices and receipts
* Coordinate with Clients on Corporate Sponsored candidate account as their point of contact for all communication
* Work with the ELC team to plan and implement regular customer feedback and discussion sessions

***Operations Support**** Support ELC by handling all second level customer enquiries
* Support efficient information flow from ELC to India Contact Centre
* Ensure Frequently Asked Questions documents and response templates are constantly updated for the ELC
* Support the Customer Services team at the Front desk during peak registration time
* Reconcile payments accurately in the absence of Operations Manager on an occasional basis
* Work with appointed freelance staff on absentee logs and other student calling as and when required by the Operations Manager
* Support the Operations Manager with credit/refund request process with all customer communication
* Provide logistical support (documentation, data compilation, organising meetings/ travel) when required

***Collaborative Working:**** Admin & finance support by working on the Financial & Business Services SAP system (FABS) and student registration system to print certificates and to raise Purchase Orders for Chennai ELC purchases in line with financial policy
* Occasional assistance for coordinating with travel desk and local support teams
* Work with other teams on initiatives to promote British Council services as required

***Key relationships:*** *(include internal and external)*Senior Manager Marketing and Operations Head, English Language Centre Manager MarketingManager Operations Admin ExecutiveSupport and Freelance staffAcademic Managers Teachers Marketing Managers In Delhi and Kolkata Teaching Centre Manager India ELC current and potential customers Vendors, including advertising agencies Corporates and Institutions ***Other important features or requirements of the job*** *(e.g. travel, unsocial/evening hours, restrictions on employment etc)*The post holder will be required to work in shifts. Post may involve working outside normal ‘office hours’ and on Saturdays and/or Sundays, during peak periods e.g. registration weeks on a duty rota. The post holder may be required to travel occasionally for meetings/ trainings within India and local travel as agreed for training and support purposes (office hours would be adjusted). |
| Please specify any passport/visa and/or nationality requirement. | Applicants need to have the legal right to work in India |
| Please indicate if any security or legal checks are required for this role. | Reference Checks as per British Council India HR policy |

### Person Specification

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|  | **Essential** | **Desirable**  | **Assessment stage** |
|  **Behaviours** **Behaviours** *(Continued)* | **Being accountable** (Essential): *Delivering my best work in order to meet my commitments***Making it happen** (Essential): *Challenging myself and others to deliver and measure better results***Working together** (Essential): *Ensuring that others benefit as well as me* | Working together *(more demanding)* | Interview |
| **Essential** | **Desirable**  | **Assessment stage** |
| Connecting with others (Essential): Making regular opportunities to understand others betterCreating shared purpose (Essential): Communicating an engaging picture of howwe can work togetherShaping the future (Essential): Looking for ways in which we can do things better |  | *These behaviours will be needed to successfully carry out the role, but will not be assessed for recruitment purposes.* |
| **Core Skills**  | **Managing Finance and Resources***Level 2: Uses financial systems and processes* |  | Short listing & interview |
| **Communicating and Influencing***Level 1:* Communicates clearly and effectively |  | Short listing & task at the interview |
| **Using Technology***Level 1:Operates as a basic user of information systems, digital and office technology* |  |
| **Planning and Organising** *Level 1: Is methodical*  |  | Short listing & interview |
| **Experience** | Minimum of 1 year of sales & marketing and administrative fields related work | Experience in working with B2C customers | Short listing  |
| **Qualifications** | Graduate of any discipline with medium of instruction in English |  | Short listing |

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| **Submitted by** | Marketing Manager, English Language Centre, Chennai | **Date** | 01 June 2015 |