

Role Profile

Business Development Executive

Role information

| Role type | Contract Type | Location | Duration | Reports to |
|--------------------------------|---|---|--|--------------------------|
| Business Development Executive | Non-Permanent Worker (Temporary position) | Biratnagar or Birtamode/ Butwal/Chitwan/Pokhara | 6 months with the possibility of extension | Business Pursuit Manager |

Role purpose

The purpose of this role is to build relationships, identify needs and enhance opportunities with key clients (accounts). This work supports business performance and builds brand value/brand loyalty with our key clients. Success in the role requires proactively networking, adding value, supporting the process of resolving issues and ensuring we meet client/prospective client expectations. On a daily basis, the postholder executes the country key client strategy and plan for defined product areas (IELTS).

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 Nepal, British Council Exams provides access to life-changing education and employment opportunities for Nepalis both here and around the world by delivering internationally recognised UK qualifications and assessments such as IELTS, Cambridge A levels, and ACCA accounting exams.

Our customers include students, professionals, education consultants, private schools, and government departments and we are continuously working to give them the best experience possible.

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

- Working as a part of the Exams Business Development team, the Business Development Executive will primarily manage the accounts of pre-existing IELTS partners
- Give IELTS related presentations to stakeholders and participate in partner education fairs.
- Contract management for all partners in his/her accounts
- Maintenance of client databases
- Supporting the Business Development team in exploring new business in the area and providing market insights
- Coordinate with the Business Development team for locally organised events

Main accountabilities

Account & stakeholder management

- Delivers Account Plan
- Works to defined Account Relationship standards and frameworks
- Maintains accurate and up-to-date records and data in order to support effective and coordinated account management across the organisation
- Conducts research, into business activities, challenges and key personnel in target customer, partner or sponsor organisations to support the exams business in developing new business
- In accordance with an agreed account management plan, coordinates and organises contact between stakeholders in key client/partner/sponsor organisations and the exams business – e.g. meetings, conference slots, sending targeted marketing or thought leadership materials

Winning business

- Supports Relationship Management, development and reviews
- Builds and develops networks around existing clients to cultivate segments

Market & customer intelligence

- Ensures product/sector knowledge is up to date and forward thinking
- Provides account /country specific input into market intelligence activities, innovation and business development/marketing plan/targets
- As directed, uses a range of standard processes and techniques to carry out routine research and analysis of actual or potential customer/audience trends – e.g. customer segmentation, demographic profiling, competitor tracking and measurement of market share.

Analysis & Reporting

- Contributes data as required, to enable the development and distribution of high quality, customer and market-focused marketing collateral

Internal

- *Business Development Team*
- *Exams Operations Team*
- *Exams Marketing Team*

External

- *(B2B) partners*
- *Agencies*
- *Schools, universities, education and immigration consultants*

Role requirements

| Threshold requirements | | Assessment stage |
|---|---|------------------|
| Passport requirements/right to work in country | | Shortlisting |
| Direct contact or managing staff working with children? | IF YES. Appropriate police check | N/A |
| Notes | The staff on this role may be required to travel domestically at certain occasions depending upon the business need in a year. The organisation ensures staff safety during the travel and provides good and safe travel and accommodation arrangements. The traveling requirements are decided or communicated well before time to the staff, so they can manage their travel accordingly. Our travel and accommodation policies are robust and developed to facilitate employees during their work, out of station. | |
| Person specification | | Assessment stage |
| Qualifications | | |
| Minimum/essential | Desirable | Assessment stage |

| | | |
|--|--|--|
| <ul style="list-style-type: none"> University Degree in any subject or relevant qualification | Degree in business administration | Short listing |
| Role specific knowledge and experience | | |
| knowledge and experience <ul style="list-style-type: none"> Proven experience of building relationships, identifying needs and enhancing opportunities with key accounts to meet business related targets. | Desirable Familiarity with British Council products and services Designing and implementing business development or marketing plans in an education sector context. | Assessment stage Shortlisting and/or interview |
| | | |
| Role specific skills (if any) | | Assessment stage |
| Proficient Microsoft Office user (Outlook, Powerpoint, Excel and Word) Excellent presentation skills | | Shortlisting and/or interview |
| British Council Core Skills | | Assessment stage |
| 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. Planning and Organising (level 2) Plans Ahead Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people. Account and partnership management (Level 2) Works with stakeholders and partners Communicates regularly with diverse stakeholders, customers and/or partners to build mutual understanding and trust. | | Shortlisting AND Interview |
| British Council values and behaviours | | Assessment stage |
| 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: Open and Committed; Expert and Inclusive; Optimistic and Bold. 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. | | Interview |



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| Role Profile completed by Christina Kansakar | Date 17 May 2024 |