

## Role Title

EU Digital Marketing Lead, English & Exams (E&E)

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Advisory, Policy & Expertise	PB7 / F	EU – Flexible	Indefinite	Regional Head of Marketing English & Exams

## Role purpose

The Digital Marketing Lead contributes to the development, and manages the implementation of, the central strategy for social media and digital campaigns across English & Exams in EU Region, providing expert consultation and project support to regional and country teams on digital and social campaign management. You will lead on devising and delivering digital marketing campaign plans to enable the E&E regional and country teams to achieve their volume, income and impact 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 audiences to engage them with the British Council's international cultural relations mission, our projects and programmes 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.

**The European Union** includes 31 countries with a physical presence in 24 countries, an overall turnover of £140m, employing 2,000 people and engaging 16m people annually. English language is of primary importance for our work in Europe, whether teaching through English at our flagship school in Madrid, or, across Europe, providing a range of English language learning experiences for adults and children and working with governments to improve standards of English language teaching in the school system.

## Main opportunities/challenges for this role:

- To work with global, regional and local stakeholders to ensure that suitable digital strategies are in place and delivered for English & Exams in the EU
- To act as the bridge between the content creators in the British Council, the marketing Centre of Excellence, SBU digital leads and Communications & Marketing colleagues across the EU marketing team.
- To lead on the implementation of a social media and channels strategy; leading on strategy for paid campaigns across all relevant EU E&E social channels, and providing support to marketing staff across the region.

## Main Accountabilities:

### Digital Campaign Marketing

- Devises and delivers English & Exams digital marketing and social media campaign strategy across the region
- Management of Affiliates marketing
- Provides expertise and practical support to marketing managers on content marketing and digital campaigns.
- Ensures EU English & Exams messaging framework is adopted across digital platforms and channels and integrated into global campaigns.
- Manages strategy for regional English & Exams newsletter(s) and oversees email marketing and use of e-marketing tools by English & Exams across the region.
- Ensures best practice in GDPR across all digital marketing activity.
- Implements English & Exams social media and channels strategy for the region.
- Ensures that digital marketing campaigns and activity are aligned with content, press and internal communications to maximise impact.
- Ensures the British Council English & Exams brand is used consistently across digital marketing activity.
- Creates business case for using agency resource when and where appropriate to implement campaigns on behalf of countries where in house delivery is not applicable

### Specialist expertise

- Shapes and implements the platform strategy for the EU E&E website; working with Digital Marketing Manager to manage and maintain content.
- Utilises and helps develop a standardised set of campaign planning, monitoring and evaluation tools and frameworks, providing specialist guidance on digital related functions.
- Keeps abreast of the latest developments and trends in content and digital marketing, and in the wider sector.
- Proactively pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise.

### Consultancy, analysis & problem-solving

- Supports the EU Head of Marketing E&E to provide expert advice, support and challenge on digital marketing to internal stakeholders.
- Supports the EU Head of Marketing E&E in ensuring the successful impact and effectiveness of content and digital marketing activity through evidence and evaluation and makes recommendations for improvement based on key audience insights.
- Contributes to the analysis of existing and potential audiences to better inform content and digital marketing strategy and the wider English & Exams product portfolio.
- Distils complex concepts and analysis into cogent and persuasive presentations, which convincingly influence decision-makers about the case for significant changes to policy, practice or approach.
- Benchmarks content and digital marketing performance against industry comparators.

### **Internal customer focus**

- Works with the Senior Marketing Managers for E&E and the Country Heads of Marketing to ensure central E&E messaging framework is adopted across digital platforms and channels and integrated into campaigns across the EU.
- Devises and implements analytics processes and systems across platforms and channels to form insights; producing regular reports to analyse effectiveness of activity, feeding into central digital, content and audience insight strategies.
- Works with the Regional Marketing team (in particular the regional English & Exams marketing team) to ensure best practice in GDPR across all digital marketing activity.
- Consults closely with internal and external stakeholders to understand current and future opportunities for content and digital marketing activity.

### **Commercial & financial management**

- Using agreed corporate systems and processes, contributes to the management of the budget for EU E&E digital marketing
- Contributes to monthly and year-end reporting on progress against plan and deliverables, budget, and management of issues and risks.

### **Relationship & stakeholder management**

- Provides support to the EU Head of Marketing E&E in managing partnerships with creative organisations and strategic digital media platforms.
- Ensures the smooth rollout of prioritised content development, production and distribution where required on appropriate social media channels
- Develops good working relationships with appropriate colleagues throughout the British Council and in Marketing to know who to engage with to enable effective implementation of procedural changes and improvements, and ensure smooth-running of digital marketing operations across EU English & Exams and the wider organisation.
- Proactively participates in the Marketing Community of Practice

### **Leadership & management**

- Plans and prioritises own work activities to ensure effective delivery of diverse responsibilities and deliverables over a quarterly to annual time horizon
- Determines work plans and coordinates input from others (who may be outside the direct management line) to meet specific objectives
- Shares intelligence and ideas to support senior managers in identifying/ developing new ways in which Marketing could positively impact upon the British Council's operational efficiency and effectiveness.
- Works closely with the Marketing Capability Team (and the EU Digital Marketing Lead Arts/Education & Society) to identify training needs and subsequent development of skills training programmes to build capability & capacity across the region.

## **Key Relationships:**

### **Internal**

- EU Regional Marketing team, particularly the EU Digital Marketing Lead Arts/E&S) and those whose role involves digital campaigns and social media management
- EU Region E&E managers and staff
- Marketing Centre of Excellence
- Community of Practice advocates and members
- All staff within the marketing function

### **External**

- Partner organisations
- Suppliers
- Marketing & Communications Agencies – Creative, Media, PR and Digital

<b>Role Requirements:</b>		
<b>Threshold requirements:</b>		<b>Assessment stage</b>
<b>Passport requirements/ Right to work in country</b>	You must have the right to live and work in the country in which the role is based.	<i>Shortlisting</i>
<b>Direct contact or managing staff working with children?</b>	No	<i>N/a</i>
<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>	<b>Assessment Stage</b>
Degree in marketing (or a professional marketing qualification) or demonstrable equivalent level of experience	Good level (written and spoken) in another EU language	<i>Shortlisting</i>
English Language C1 Level		
<b>Role Specific Knowledge &amp; Experience</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<b>Assessment Stage</b>
<ul style="list-style-type: none"> <li>Significant experience of planning and evaluating digital and social media campaigns.</li> <li>Strong experience in digital media buying or digital agency media delivery</li> <li>Expert knowledge of Facebook Insights, Google Analytics and other digital analytics packages</li> <li>In depth knowledge and application of content management systems, email marketing software and social media channels.</li> <li>Demonstrable in depth understanding of products and technologies in the digital/web space.</li> </ul>	<ul style="list-style-type: none"> <li>Experience in a global or other large, complex organization.</li> <li>Experience of multimedia content production.</li> <li>Experience of image, visual and audio software and formats</li> </ul>	<i>Shortlisting</i>
<b>Role Specific Skills (if any)</b>		<b>Assessment Stage</b>
CIM Marketing Competencies		<i>Shortlisting AND Interview</i>
Insights (Level 4) <ul style="list-style-type: none"> <li><b>Analyses information for insights</b> Analyses and presents information to generate insights that assist in the achievement of marketing goals</li> </ul>		
Digital Integration (Level 4)		

<ul style="list-style-type: none"> <li>• <b>Develops digital capability</b> Contributes information and ideas to the organisational strategy process in terms of digital capability</li> <li>• <b>Integrates digital marketing</b> Manages the embedding of digital capability into marketing plans to the benefit of the customer</li> <li>• <b>Delivers digital capability</b> Manages the implementation of digitally enhanced marketing plans</li> </ul> <p>Monitoring and measuring effectiveness (Level 3)</p> <ul style="list-style-type: none"> <li>• <b>Uses analytics to explain the success or failure of marketing activities</b> Evaluates activities and recommends improvements using measurement data and analytics</li> </ul> <p>Integrated marketing communications (level 3)</p> <ul style="list-style-type: none"> <li>• <b>Develops integrated marketing communications</b> Develops and delivers integrated marketing communications plans using both physical and digital tools</li> </ul>	
<b>British Council Core Skills</b>	<b>Assessment Stage</b>
<p><b>Communicating and influencing (level 3). Is creative and adaptable in communications</b> 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.</p> <p><b>Planning and organizing (level 3). 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 3) Analyses patterns</b> Seeks out and examines a range of information to identify patterns, trends and options, to solve multifaceted and complex problems.</p> <p><b>Managing risk (level 2). Supports a risk management culture</b> Has track record of identifying and highlighting risks and suggesting mitigating actions.</p>	<i>Shortlisting AND Interview</i>
<b>British Council Behaviours</b>	<b>Assessment Stage</b>
<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>Shaping the future (more demanding):</b> Exploring ways in which we can add more value</p> <p><b>Making it happen (more demanding):</b> Challenging myself and others to deliver and measure better results</p>	<i>Interview</i>
<b>Prepared by:</b>	<b>Date:</b>
Cathy Blake/Natalie Wilkins	December 2018