

Job Description
Ref no:

Job Title	Marketing Manager, Teaching Centre		
Directorate or Region	East Asia	Department/Country	Medan, Indonesia
Location of post	Medan, Indonesia	Pay Band	G
Reports to	Centre Manager	Duration of job	2 years + 2 (TBC)

Purpose of job

- To implement the Yayasan Dewan Inggris British Council Medan Teaching Centre's integrated marketing / communications / events / digital projects to promote English courses in line with corporate branding and achieve business objectives.

Context and environment

- The EA Region is of vital importance to the British Council in terms of both impact and income. Over the next three to five years we plan to increase turnover and surplus generation to build a self-sustaining region. Very significant growth of our work in English is central to achieving this ambition and Indonesia is core to those plans. An IELTS partnership was established in 2012 as the first step towards this.
- British Council Indonesia has ambitious plans to phase in English hubs over 5 years from 2013 in Medan, Jakarta, Surabaya and Bandung, with a minimum of two in the next two years. The offer in each centre will be market driven and customer centric with a focus on quality services in already competitive markets.
- The Teaching Centre Manager, plans, designs and implements marketing projects and activities (including research), with a particular focus on English courses. The Teaching Centre Marketing Officers post provides full administrative support to, and is line managed by, the Centre Manager.
- The primary objective for the marketing team is to now work with the Centre Manager in implementing and executing the marketing plan, collaborate with sales and product managers to ensure our courses are closely aligned with our target segments and to develop a marketing and communications strategy that effectively reaches our target audiences.
- Other areas of focus include the development and implementation of an effective digital marketing and communications strategy (which includes SEO and online media advertising, social engagement, new website and improved customer experience) and more effective measuring and reporting of marketing activity.

Accountabilities, responsibilities and main duties:

- 1) Work with the Centre Manager to formulate, implement and constantly improve the online and offline marketing performance of the Teaching Centre**
 - Implement and manage end-to-end online/offline marketing plans for all communications channels to achieve Teaching Centre business objectives

Provide support to the Head of Marketing and team proactively, including but not limited to

- Understand how marketing activities support achievement of corporate outputs and coordination of the advertising, media and marketing promotion activities discussion and execution (how to measurement the success and performance of different marketing activities)
- With good knowledge to choose marketing communication methods and media depending on context
- Assist with the maintenance of daily marketing operations also ensure all the quality review of online/offline communication tools from external agencies are received and pass on the information proactively and in a timely manner
- Able to gather required market information and relevant data on the target audiences, key competitors and market

2) Digital Focus

- Design, execute, monitor, measure and report on the effectiveness of online/offline marketing campaigns, advertising and promotional activities tailored to target market segments, including social media, word of mouth, keyword search, banner ads and so on
- Responsibility for Teaching Centre web pages; design and upload content and ensure all information is up to date and relevant to online audiences
- Responsibility for Facebook fanpage and other social media platform built up and maintenance
- Conduct a quarterly quality review of Teaching Centre web pages to ensure effectiveness and (brand) consistency and oversee change as necessary
- Assist with weekly and monthly data collection, monitoring and analysis of digital marketing tools

3) Events, media arrangement and logistical support

- Design and implement media activities and events to meet agreed corporate quality and customer services standards
- Coordinate Teaching Centre's collaborations with local publishers, such as weekly and monthly English columns
- Provide relevant project information to stakeholders and partners in a timely fashion
- Handle financial processes as per corporate Financial and Business System (FABS) process standards and project delivery plans
- Collect accurate scorecard data in line with corporate requirements

4) Administration of internal communications

- Regional Teaching Centre communications – regional news
- Provide Teaching Centre content for the British Council Indonesia Website / Social Channels
- Edit and update the Teaching Centre events calendar

Personal and professional development:

- Demonstrate a commitment to reflective practice, professional and organisational development objectives, taking advantage of opportunities to enhance qualifications and or gain/share knowledge
- Make a positive contribution to team meetings and give suggestions to management for improving marketing practices and procedures
- Take part fully in the performance management system
- Undertake training in areas of professional interest
- Keep abreast of current trends and product/service knowledge in English Courses

Equal Opportunities and Diversity:

- Work effectively with diversity as an essential and integral part of daily work and consistently meet the British Council's Equal Opportunities and Diversity policy and standards in carrying out all internal and

external duties.

IKM (Information Knowledge Management):

- Manage information created and received in compliance with the British Council's information management standards, policies, the UK Data Protection Principles and local legislation.

Key relationships:

- External: (Online/offline) media, advertising/PR agencies and design houses
- Internal: Regional Marketing/Digital teams, Sales and Customer Management team, Senior Teachers, Co-ordinators, Teachers, Resources Team

Other important features or requirements of the job:

Occasional unsocial hours in the evenings and weekends if required to attend events.

Please specify any passport/visa and/or nationality requirement.	Must be eligible to work in Medan, Indonesia
Please indicate if any security or legal checks are required for this role.	The 'Police Criminal Record Certification' (PCRC)

Person Specification

Essential (E) More Demanding (MD) Most Demanding (MsD)	Essential	Desirable	Assessment Stage
Behaviours			
Working together (MD) Spirit of team working. Ensuring that others benefit as well as me.	X		Interview and Performance Evaluation
Connecting with others (E) Actively appreciating the needs and concerns of myself and others. Able to see things from different perspectives.	X		Interview and Performance Evaluation
Making it happen (E) Delivering clear results for the British Council.	X		Interview and Performance Evaluation
Being accountable (MD) Deliver my best in order to meet my commitments.	X		Interview and Performance Evaluation
Creating shared purpose (E) Communicating an engaging picture of how we can work together.		X	Performance Evaluation
Shaping the future (E) Looking for ways in which we can do things better		X	Performance Evaluation

Skills and Knowledge			
Marketing Communication Skills (Level 2)	X		Shortlisting and Interview
Computer Skills (Outlook, Word, Excel, PowerPoint) (Level 2)	X		Shortlisting and Interview
Administrative Skills (Level 2)		X	Shortlisting and Interview
Native speaker level spoken and written Bahasa Indonesia and good communication skills in English		X	Shortlisting and Interview
Experience			
At least 2.5 years of hands on marketing, media, communications and digital promotion experience, inclusive of organising promotional events	X		Shortlisting and Interview
Proven experience in supporting the delivery of effective online and offline marketing campaigns (highly recommended if candidate could prepare a job portfolio)	X		Shortlisting and Interview
Ability to work in a way that promotes the safety and wellbeing of children		X	Interview
Qualifications			
Relevant qualification, Diploma / Degree in Marketing / Mass Communication		X	Shortlisting
Submitted by		Date	28 January 2014

British Council Equal Opportunity and Diversity Statement

The British Council is committed to a policy of equal opportunity and is keen to reflect the diversity of UK society at every level within the organisation. We welcome applications from all sections of the community. In line with the British Council's Child Protection policy, any appointment is contingent on thorough checks. In the UK, and in other countries where appropriate systems exist, these include criminal records checks.

We are committed to employing disabled people.

Personal data collected will be for recruitment purposes only.

