

Role Title

Manager Business Development

Role Information

Pay Band	Location	Duration	Reports to
Grade G/PB6	Colombo, Sri Lanka, South Asia	Indefinite contract	Teaching Centre Manager / Deputy Director

Role purpose

To enhance the British Council's reputation in Sri Lanka as the provider of choice for English-medium language and skills training and assessment (UK qualifications).

To support the achievement of English SBU business objectives by developing, marketing and delivering high quality courses thereby providing excellent client service.

To support the wider aims of the British Council and its cultural relations mission.

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

British Council in Sri Lanka

British Council Sri Lanka is a vibrant operation delivering a high impact portfolio of projects. We have approximately 25,000 members in our library which is the largest membership in the British Council global network and run two of the largest British Council Teaching Centre and Exams operations in the world. Our total staff strength is over 225 across three offices; Colombo, Kandy and Jaffna.

About the role

The English businesses in Sri Lanka is one of the biggest in the British Council network; the Teaching Centre employs around 100 teachers to deliver 53,000 class hours to 20,000 students a year.

Sri Lanka is enjoying a period of strong and sustained growth and although the country has a relatively limited industrial sector, the service economy (tourism, ICT and financial services) is expanding rapidly and there is strong demand for English-medium skills training to enable firms to compete in the global

marketplace and to meet the expectations of increasingly demanding customers at home and abroad. With a recent change of government we are planning to increase our work with Ministries, the Armed Forces and semi-government agencies and institutions.

This role will proactively foster opportunities and offer 'solutions' to clients that might be corporate, government, NGO's and our core customers. Once opportunities are identified the post holder will work closely with internal stakeholders to develop an appropriate proposal using a range of British Council services to meet the clients' needs. This is an exciting opportunity for a driven individual to deliver challenging business targets and help deliver our strategic goals.

The post holder will have line management responsibilities.

Accountabilities, Responsibilities:

- Lead on identification of business opportunities for teaching and training across the professional domain. Develop these opportunities into proposals and manage the delivery and monitoring process.
- Build and maintain positive relationships by ensuring that clients' needs and expectations are met or exceeded in terms of course, delivery, administration and relationship management.
- Liaise with relevant managers on the timetabling, administration and delivery of contract courses to make efficient use of available trainers and achieve business targets
- Lead on the development and marketing of a high-quality portfolio of Professional Training products and services that supports the achievement of business targets.
- Leadership, development and management of teaching partnership strategy including current partnerships
- Leading the delivery of ambitious partnership income targets as agreed annually
- Gathering, assessing and using data to demonstrate performance and impact
- Scoping and evaluating opportunities in current areas, new areas and external expressions of partnership interest
- Working with the Academic Manager and Senior Teachers to develop curriculum and solutions appropriate to the needs of learners in partnership areas
- Engaging with internal stakeholders to align strategies to broader regional, country and branch objectives and plans.
- Effective line management in line with corporate standards including performance management

All above accountabilities, duties and responsibilities should comply with standards and guidelines incorporated in the [Global Policy Framework](#). (i.e. Code of Conduct, Global Policy Statements and Raising Concerns policy)

Key Relationships:

Internal - Deputy Director, Deputy Teaching Centre Manager, Head of Marketing, Marketing Manager TC, Manager Student Services, Manager Administration – Teaching Centre, Academic Manager, Senior Teachers, Academic Coordinators, Sri Lanka Teaching Staff, Teaching Centre Management Team, Manager Customer Services and CS Staff, Manager Human Resources and other British Council teams and the wider British Council community.

External – Corporate clients, government organisations, NGO's, Partners, Suppliers, current and potential customers, parents of students, sponsors.

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Sri Lankan citizen or in possession of a valid work/resident visa to work in Sri Lanka	Shortlisting
Direct contact or managing staff working with children?	Yes	N/A
Security or legal checks required for this role	<p>The British Council believes that all children have potential and that every child matters - everywhere in the world. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC, 1989.</p> <p>Under our Child Protection agenda, the post-holder is required to obtain a Police Report, Medical report, three reference checks, three forms of ID and original qualifications prior to appointment.</p>	
Notes	We encourage work life balance. However working in unsocial hours (evenings and weekends) and national travel will be expected of this role.	
Person Specification:		Assessment stage
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
First degree	<p>A recognised qualification in Marketing (e.g. CIM/SLIM)</p> <p>MBA</p>	Shortlisting

Role Specific Knowledge and Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
4-5 years' experience in a business development or marketing role	Experience in managing education partnerships	Short listing and interview
British Council Core Skills		<i>Assessment Stage</i>
<p>Essential</p> <ul style="list-style-type: none"> 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. Analysing data and problems (Level 2) Uses data Reviews available data and identifies cause and effect, and then chooses the best solution from a range of known alternatives. Using technology (Level 1) Operates as a basic user of information systems, digital and office technology Able, with adjustments if necessary, to use office software and British Council systems to do the job and manage documents or processes. Managing risk (Level 2) Supports a risk management culture Has track record of identifying and highlighting risks and suggesting mitigating actions. Developing business (Level 3) Develops viable business Defines and develops products/programmes/services which deliver British Council goals on impact, income and surplus within a defined area of business that responds to market opportunities and aligns to wider corporate strategies. Managing accounts and partnerships (Level 2) Works with stakeholders and partners Communicates regularly with diverse stakeholders, customers and/or partners to build mutual understanding and trust. 		The competencies will be part of performance assessment on the job

<p>Desirable:</p> <ul style="list-style-type: none"> Managing projects (Level 3) Leads smaller projects Analyses requirements with the sponsor/stakeholders, defining the specification, planning, revising, implementing and evaluating on small-to-medium scale and/or low risk projects. Managing finance and resources (Level 1) Uses resources efficiently Uses resources efficiently in own role and complies with financial rules and procedures. Managing people (Level 2) Supervises a small team Supervises a small team of people doing similar jobs to deliver short term tasks to agreed quality and time standards. 	
British Council Behaviours	Assessment Stage
<p>Behaviours assessed during interview stage of recruitment process</p> <ul style="list-style-type: none"> Making it happen (Level - more demanding) Being accountable (Level - more demanding) Connecting with others (Level - more demanding) <p>Behaviours not assessed during recruitment process</p> <ul style="list-style-type: none"> Shaping the future (Level - essential) Creating shared purpose (Level - essential) Working together (Level - essential) 	<p>The position holder will be required to demonstrate all six behaviours, on the job. These will be assessed during year end performance evaluations.</p> <p>Behaviours to be assessed during the interview stage of recruitment are mentioned.</p>
<p>Prepared by: Teaching Centre Manager / Deputy Director</p>	<p>Date: July 2019</p>