

Job Title	Business Development Manager		
Directorate or Region	Americas	Department/ Country	Exams Mexico
Location of post	Mexico City	Pay Band	G
Reports to	Country Exams Manager	Duration of job	1 year (renewable by mutual consent)

**Purpose of Job:**

To plan, promote, and supply Aptis and IELTS, language assessment services, in line with agreed national and regional marketing and communications strategies to ensure high quality customer relationship management to internal and external customers and to pursue achievement of national and regional targets.

**Context and Environment:**

The British Council currently delivers examinations throughout Mexico. The portfolio of current services includes the following examinations: IELTS, the British Council Aptis exam, examinations from UK professional institutions and universities.

**Main Duties and Responsibilities:** duties must be done in line with Equal Opportunities & Diversity and green policies and any other relevant corporate policy

**Assist in promotion and supply of Aptis (60% of role)**

- Develop and deliver lead generation activities in line with regional strategic priorities
- Deliver presentations to individual and group audiences
- Take ownership of Aptis Pipeline and Promotional Action Plan for Aptis, ensuring it is written and updated in line with regional deadlines and demonstrating sound knowledge of the Mexico business environment
- Maintain and develop relationships with stakeholders through good client relationship management
- Ensure all Aptis marketing activity is synchronised with all national integrated promotional efforts
- A monthly report is provided on all marketing and promotion activity to Exams Country Manager and all consultancy and follow up visits are recorded and acted upon.
- Assist in planning process for Aptis targets and ensure targets for numbers of visits are achieved.
- Promote Aptis for Schools to rectors and language/bilingual heads to ensure rapid awareness of Aptis for teachers and for schools is achieved.
- Work to promote awareness and uptake of Aptis in corporate sector through identification of key target organisations, leading on HR events, and promotion of integrated products and services
- Work to promote and supply Aptis to English language schools and universities as either a stand-alone product or as key component in integrated package of services, liaising with Regional Business Development Head and Country Head of Marketing as and when required
- Monitor all Aptis contracts on a regular basis, assuming control for correct financial recording and reporting
- Guarantee the conducting of Aptis trials in line with British Council international and regional quotas and requirements.

**Other exams consultancy and promotional work (40% of role)**

- Carrying out consultancy visits to schools, universities and other potential and existing clients, presenting exams department's product range and giving follow up support where necessary, particularly for IELTS tests.
- Assist in implementation of marketing strategy for IELTS by visiting higher education institutes and schools, ensuring good customer relationship management with existing and potential customers.
- Make sure all new clients receive effective customer care, ensuring they have access to all support information and materials.

**Supporting educational/student and ELT fairs**

- Managing a calendar of educational/student fairs, through the tracking of all major national and regional events
- Attending selected events and giving presentations when appropriate and in accordance with Country Exams Manager
- To ensure inquiries from promotional events are followed up on

**Recognition pursuit**

- Ensure department maximises recognition opportunities among higher education institutions and schools by conducting regular visits
- Update all internal recognition databases as more Higher Education institutions adopt and recognise BC examinations.

**Carry out competitor analysis and market research**

- Market intelligence surveys (to include schools and institutions) are planned, delivered and analysed in line with EQS
- Mystery shopping analysis on key competitors and providers of competitive product ranges (TOEFL, IDP etc) is conducted. Analysis will include twice annual updates of competitor prices.
- Conduct regular monitoring of media and tracking of stories in publications
- Regularly report on changes to the market environment

**Key Relationships:**

Internal: Country Director, Regional Exams Director, Regional Head of Marketing and Business Development, Country Exams Manager, Exams Team, Senior Manager Marketing and Customer Services, Digital Marketing Manager, Regional IELTS Management Team

External: international officers at universities, language schools directors, English coordinators and rectors at primary and secondary schools, leaders and decision-makers in public sector education, candidates, service providers

**Other important features or requirements of the job**

Unsocial hours and weekend work may be required

Frequent travel may be required.

Please specify any passport and/or nationality requirement	Right to Work in Mexico. The British Council is not able to support or sponsor work visa applications from non-Mexicans
Please indicate if CRB checks are required	N/A



	<p>to build mutual understanding and trust.</p> <p><b>COMMUNICATING AND INFLUENCING (LEVEL 2)</b>          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.</p> <p><b>PLANNING AND ORGANISING (LEVEL 2)</b>          Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p>		
<b>Experience</b>	Proven track record of marketing experience, esp. in promotion; Relevant business development experience.	Relevant experience in customer services.	Shortlisting and/or Interview
<b>Qualifications</b>	Business or marketing-related degree; Minimum IELTS 6.5 English level, CEF B2; Fluency in Spanish.	University degree in related area	Shortlisting and/or Interview
<b>The British Council is committed to a policy of equal opportunity and the development of positive policies to promote equal opportunity in employment.</b>			

Submitted by	Liliana Sánchez, CEM	Date	October 2017
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