

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

Person Specification

Competencies	Essential	Desirable	Assessment stage
Behaviours	Being accountable (more demanding) Putting the needs of the team or British Council ahead of my own		Interview and performance management
	Making it happen (more demanding) Challenging myself and others to deliver and measure better results		
	Shaping the future (essential) Looking for ways in which we can do things better		
	Working together (essential) Establishing a genuinely common goal with others		
'	Creating shared purpose (essential) Communicating an engaging picture of how we can work together		Performance Management
	Connecting with others (essential) Making regular opportunities to understand others better		
Skills and Knowledge	DEVELOPING BUSINESS (LEVEL 3) 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.	ANALYSING DATA AND PROBLEMS (LEVEL 2) Reviews available data and identifies cause and effect, and then chooses the best solution from a range of known alternatives.	Shortlisting and/or Interview
	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 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. COMMUNICATING AND INFLUENCING (LEVEL 2) 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) Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on		
Experience	other people. Proven track record of marketing experience, esp. in promotion; Relevant business development experience.	Relevant experience in customer services.	Shortlisting and/or Interview
Qualifications	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
The British Council is committed to a policy of equal opportunity and the development of positive policies to promote equal opportunity in employment.			

Submitted by	Liliana Sánchez, CEM	Date	October 2017
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