

Role Title

Project Coordinator Higher Education - Americas

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
-	4	Mexico (regional post)	1 year	Jessica Swann

Role purpose

To coordinate and deliver campaigns and projects across the Americas for and on behalf of UK Universities, with a focus on the USA market and in digital recruitment and marketing campaigns for Latin America, supporting regional income targets for our International Education Services (IES).

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.

Geopolitical/SBU/Function overview:

The Americas is an exciting and diverse region which stretches from Canada and the USA, across the Caribbean and Latin America.

Latin America is developing rapidly, with an expanding middle class, youthful population and governments which are committed to education improvement and reform. The region faces major social inequality, significant skills shortages and big challenges in the quality of higher education. Structural reforms have included deregulation of the education sector and recent increases in the share of national income devoted to education in countries like Peru and Colombia.

The USA, on the other hand, is a well-established market and one of the most important markets in the world for the UK HE sector. Although the UK remains the top destination for US students competitor countries are working hard to market themselves. One of the key challenges is to support UK universities to establish strategies in the market, to help them understand the complexity and decentralised nature of the US higher education landscape and target areas for potential growth.

The post holder will play a part in supporting the UK's higher education engagement in the region by improving the marketing of UK education, and building trust between the UK and local partners. Along with the Senior Manager, Higher Education Americas, they will take a lead role in demonstrating innovation and

digitalisation of our portfolio (Direct Marketing Services - DMS), and supporting the Manager Education Services in the USA to expand our services in that market, coordinating and standardising our offer to the UK HE sector.

Main opportunities/challenges for this role:

Working with the Manager of Education Services in the USA, the post will need understand the opportunities and challenges for UK HE institutions in the USA and support the team in the design and delivery of services that respond to those opportunities.

Lead regional marketing campaigns for the UK HE sector, coordinating multiple deliverables at a time, and balancing the needs of different clients as well as those of the British Council.

Support the Senior Manager, Higher Education Americas in the financial monitoring of the programme, and to lead on financial processes.

Navigate working within a dispersed international team through timely and effective communication.

Main Accountabilities:

Support the USA to promote and deliver their face-to-face marketing and recruitment services for the UK HE sector, including key conferences with US influencers (NACAC and NAFSA); familiarization tours for US college counsellors to the UK and for UK International Officers to the US in key market areas (40% of post)

Lead on the delivery of region-wide digital marketing campaigns – with a focus on email and social marketing and content creation. (40%)

Promote and deliver bespoke digital marketing services for the UK HE sector across the Americas. (10%)

Lead on the regular Financial monitoring, reporting and forecasting of the USA market, and support with financial processes, such as procurement and invoicing. (10%)

Key Relationships:

Internal

- Senior Manager Higher Education, Americas
- Manager Education Services - USA
- HE teams in-country
- Regional Digital Team and Local Marketing and Communications teams
- UK's central IES team for DMS, Finance and Exhibitions

External

- UK HEIs, private and public sponsors, scholarship providers, providers of digital solutions, local HEIs, governments and local HE funding agencies

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	YES	Shortlisting

Direct contact or managing staff working with children?	No	N/a
Notes		
Person Specification:		Assessment stage
Language requirements		
Essential	Desirable	Assessment Stage
<ul style="list-style-type: none"> English at Proficiency Level B2 (at least) If non-native Spanish Speaker, Ability to operate in Spanish (both written and spoken) at CEFR level C1. 	Ability to operate in Portuguese (both written and spoken) at a business level. Non-native speakers should demonstrate a CEFR B2.	Shortlisting
Qualifications		
Essential	Desirable	Assessment Stage
<ul style="list-style-type: none"> University Degree, or other Qualifications in relevant area 	Project Management certification	Shortlisting
Role Specific Knowledge & Experience		
Essential	Desirable	Assessment Stage
<p>Experience working in Project Management.</p> <p>Business Development experience.</p> <p>Digital marketing experience such as delivering marketing campaigns, including Email Marketing, Paid Search, Display and Reporting/ Analytics.</p>	<p>Direct experience of the UK Higher Education sector (work or study abroad)</p> <p>Working in an internationally dispersed team/on international projects/campaigns (ideally with focus on USA)</p> <p>Campaign planning and budget management</p>	Shortlisting and/or interview
British Council Core Skills		Assessment Stage
<p>Managing projects - particularly marketing projects/campaigns. (Level 2)</p> <p>Communicating and influencing (Level 2)</p> <p>Planning and organising (Level 2)</p> <p>Developing business (Level 1)</p>		Shortlisting and/or Interview
British Council Behaviours		Assessment Stage
<p>Working together (Essential)</p> <p>Making it happen (Essential)</p> <p>Shaping the Future (Essential)</p>		Shortlisting and/or Interview

Prepared by:	Date:
Jessica Swann	12/02/2019
Senior Manager Higher Education - Americas	