Role Profile

Account Relationship Manager (Uzbekistan)

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| Role information |  |  | |
| Role type | **Pay band** | **Reports to** | |
| Business, Partnership and Programme Development | **Grade 6 / G** | **Head of Exams Business, Uzbekistan** | |
| Role purpose | | | |
| Following the growth of the local exams business in Uzbekistan, the purpose of this role is to assist Head of Exams Business Development in Uzbekistan to build relationships, identify needs and enhance opportunities with key accounts to meet business related targets and ensures service excellence to existing clients. The role is also required to proactively resolve issues, add value and ensure delivery on expectations. On a daily basis the role executes the country key account strategy and plan. | | | |
| Role context | | | |
| The English and Examinations Strategic Business Unit (E&E) is one of three strategic business units in the British Council (the others being Arts and Education & Society) all of which have the remit to build trust for the people of the UK by building relationships through aspects of our language and culture. E&E achieves this by enabling people across the world to access the life-changing education and work opportunities that are created by learning English or gaining valuable UK qualifications. Promoting the English language also provides a medium for communication, helping break down barriers of misunderstanding or mistrust between cultures. The British Council’s vision for English & Examinations is to be the world authority in high quality English language teaching, learning and assessment, as well as the International distributor of choice for UK professional and school qualifications. | | | |
| Main accountabilities | | | |
| Account & stakeholder management   * Manages and delivers against in-year Account Management Plan and develops out-of-year Account Management Plan under direction from Head of Exams Business. * Builds and maintains strong relationships with prospective and existing clients and partners. * Ensures existing client and partners’ satisfaction and retention rates to drive sales. * Identifies clients and partners' needs and requirements and proposes suitable solutions. * Provides clients and partners with comprehensive product/service consultations and guides their decision-making process. * Resolves clients and partners’ complaints, grievances and issues efficiently and in a timely manner. * Helps to promote and maintain a positive company image with clients and partners. * Links with the Marketing team for targeted events, campaigns and collateral to support clients’ retention and add value. * Undertakes timely contract reviews and renewals. * Ensures that defined Account Relationship standards, frameworks and policies are followed. * Maintains accurate and up-to-date records and data in order to support effective and coordinated account management across the organisation. * Coordinates and organises contact between stakeholders in key client/partner/sponsor organisations and the exams business – e.g. meetings, conference slots, sending of targeted marketing or thought leadership materials etc.   Market research   * Conducts research, into business activities, challenges and key personnel in target client, partner or sponsor organisations to support the exams business in developing new business and cultural relations opportunities for the British Council. * Ensures product/sector knowledge is up to date and forward thinking. * Provides account /country specific input into market intelligence activities, innovation and business development/marketing plan/targets * As required, uses a range of standard processes and techniques to carry out routine research and analysis of actual or potential customer/audience trends – e.g. customer segmentation, demographic profiling, competitor tracking and measurement of market share. * Creates and enforces plans that will help meet the needs of partners.   Winning business   * Adds value to account extension, cross selling and customer retention. * Upselling and cross-selling products/services to clients. * Raises performance issues, why and how being resolved. * Monitors capacity and drives up/pull forward B2B2C sales to fill capacity. * Practices Relationship Management, development and reviews (including mapping and delivering F2F touch-points, annual and quarterly reviews for big accounts) * Builds and develops networks around existing clients to cultivate segments * Under direction from the Head of Exams Business, supports the development of high quality bids, tenders and proposals by preparing or collating written content/diagrams/financial data/case studies/project plans for the Country/Region   Commercial planning   * Manages routine monitoring and standard reporting on commercial data involving sales, profitability and/or co-funding and sponsorship opportunities using an agreed set of corporate processes, techniques and report templates.   Analysis & Reporting   * Manages analysis and reporting, using standard procedures and templates, regularly records, analyses and reports on commercial and operational activity levels and performance data, to support senior managers in making timely and effective business decisions that respond to operational needs. * Contributes data as required, to enable the development and distribution of high quality, customer and market-focused marketing collateral.   Leadership & management   * Prioritises own work activities, from long term plans into day to day activities. * Builds relationships and uses influence to work with others internally to grow the business | | | |
| Person specification | | | |
| British Council core competencies (sometimes referred to as Core Skills) | | | |
| Communicating and influencing (level 2).  Displays good listening, writing and speaking skills, capable of setting out logical arguments clearly and adapting language and form of communication to meet the needs of different people/audiences.  Account and partnership management (level 2)  Able to research business issues and contacts in stakeholder and potential partner organisations to support account management and business development. Communicates regularly with diverse stakeholders, customers and/or partners to build mutual understanding and trust.  Commercial and business Development (level 2)  Applies a range of standard analytical techniques to support business development – e.g. pricing tools, revenue tracking, monitoring sales prospects, audience figures or profit margin.  Managing projects (level 2).  Examines project data and performance, reporting on progress and recommending corrective action as needed.  Finance and resource management (level 2)  Uses corporate financial systems and processes appropriately as part of the job and on behalf of a team. | | | |
| Role specific skills | | | |
| * Ability to build and maintain strong client and business relationships. * Strong communication and interpersonal skills. * Strategic thinker with an ability to analyze and solve problems quickly * Customer-oriented * Attentive to detail and well-organized * Good with math and numbers * Self-motivated, flexible and able to manage several jobs at one time | | | |
| Role specific knowledge and experience | | | |
| Minimum/essential   * Minimum three years of relevant work experience in a lead role within sales-led environment. * Demonstrable track record of achieving business results as an individual contributor. * Must be able to travel at least 30% of the time, including overnight travel to support partners throughout Uzbekistan. | | | |
| Desirable  Previous experience of working with exams  Previous experience of face-to-face sales and public relations | | | |
| Language Requirements | | | |
| The British Council systems and global processes operate in English. Written and verbal proficiency in English and Uzbek is required. Fluency in Russian is a plus. | | | |
| Education | | | |
| Minimum/essential  University degree in a relevant field (at least a bachelor's degree in sales, business, administration or another relevant qualification) | | | |
| Additional job requirements | | | |
| Proof of Identity requirements/right to work in country  Candidates are expected to have researched whether they have the right to live and work in the country in which the role is based. Given that our offices have different legal status depending on the work we do in those countries, we recommend that you contact HR in country for additional information on the likelihood of securing a visa. Only at its discretion will the British Council provide support so please check first whether visa support is offered.  Background Checks  Initial and continuing employment with the British Council is subject to an annual background check. The job undertaken defines the nature of check(s) and assessment applied. | | | |
| British Council values and behaviours | | | |
| British council values and behaviours are applicable across our organisation, in all roles and at all levels. They are important because they say what we stand for at the British Council and help us to deliver our strategy. We use them to guide our decision making, as well as guiding how we treat one another and the people we work with. These will be assessed in the selection process. Our values are:  Open and Committed; Expert and Inclusive; Optimistic and Bold.  The behaviours for each values pair can be found on our [Intranet SharePoint site](https://britishcouncil.sharepoint.com/about-us/Values/Pages/How-we-behave-says-who-we-are.aspx) for internal staff and at our Careers portal for external applicants. | | | |
| For Recruiter / Hiring Manager use only | | | |
| Proof of Identity requirements/right to work in country  Candidates are expected to have researched whether they have the right to live and work in the country in which the role is based. Given that our offices have different legal status depending on the work we do in those countries, we recommend that you contact HR in country for additional information on the likelihood of securing a visa. Only at its discretion will the British Council provide support so please check first whether visa support is offered. | | | Shortlisting |
| Background Checks  Initial and continuing employment with the British Council is subject to an annual background check. The job undertaken defines the nature of check(s) and assessment applied, please identify the one screening category considered relevant for this job:  (Further guidance [here on the intranet](https://britishcouncil.sharepoint.com/hr/Recruitment/Pages/Pre-AppointmentScreening.aspx)) | | | Offer |
| Senior Manager (PB9/SMP and all head of function/business area, Director or Country Director jobs at PB7/8). | | | No |
| Enhanced (Finance people directly managing expenditure or revenue of or more than £1 million e.g. payroll, procurement, accountancy/controller). | | | No |
| Enhanced Plus (The job is considered regulated if the role holder has frequent (minimum of once a week) or intensive (more than 4 days in one month) occurs in a place giving access to children (e.g. School) or is the line manager of others undertaking regulated activity) | | | No |
| Standard Screening (If none of the above categories apply then the role is subject to standard screening) | | | Yes |
| Role Profile completed by | | | **Date** |
| Name: Andrey Maksakov | | | 19.04.2023 |