

## Terms of Reference

### Consultancy Work on Marketing for Teaching Centre

#### July 2024 - March 2025

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### Call for Expressions of Interest

# Marketing Consultant, English, Azerbaijan

#### Description of the Service

The British Council Azerbaijan is looking for a qualified and experienced consultant to support the Senior Marketing Manager, English, Black Sea and Wider Europe cluster in the implementation of the Azerbaijan marketing strategy and plans for English, and to support English SBU to ensure that marketing campaigns enable required business targets.

#### Main accountabilities

##### Strategy and Planning

- Supports the Senior Marketing Manager, English to execute marketing plans for English in Azerbaijan, ensuring they drive and support the regional strategic objectives for the British Council in a flexible, cost-effective way.
- Adapts and executes campaigns to support a variety of routes to market and maximise impact and share of voice.
- Monitors and reports on agreed marketing KPIs for English in Azerbaijan.

##### Consultancy, analysis & problem-solving

- Presents information clearly supported as needed to tailor the presentation of findings to meet the differing needs.
- Supports in understanding of the Azerbaijani context, opportunities and challenges for English marketing functions and teams.

## Business Development

- Supports the implementation of English marketing approaches and techniques which enhance efficiency and wider business impact.
- Drives a clear focus on audiences and market segmentation.
- Champions the deployment of the British Council Teaching brand architecture in Azerbaijan.
- Develops, adapts and executes marketing campaigns, activities and initiatives in Azerbaijan.
- Monitors the performance of digital campaigns regularly and suggests optimisation techniques.
- Conducts desktop research of the local market and monitors competitors' activity.
- Adapts creatives and proofreads content developed by the global marketing team.
- Build relations with local media outlets and journalists to ensure awareness building and meaningful brand impact.
- Prepares and manages content plans for own media channels including Facebook, Telegram accounts and website.
- Builds and coordinates relations with local community, partners, agencies and suppliers.

## Commercial and financial management

- Supports budget management for English marketing plans.
- Conducts monthly reporting on progress against plan and deliverables, budget.
- Shows an understanding of value for money/cost effectiveness in the advice, recommendations to achieve the best results from their projects, products and services.

## Person specification

### Languages knowledge

Minimum/essential	Desirable	Assessment stage
English Language level B2 by CEFR  Azerbaijani Language level - Native language	English Language level C1 by CEFR	Shortlisting

### Qualifications

Minimum/essential	Desirable	Assessment stage
Relevant degree e.g. marketing, or equivalent level of experience	Relevant external professional organisations e.g. CIM, Melcrom, GCN, CIPR, WOMMA	Shortlisting

	etc. (or equivalent experience in relevant discipline)	
<b>Role specific knowledge and experience</b>		
<b>Minimum/essential</b>	<b>Desirable</b>	<b>Assessment stage</b>
<ul style="list-style-type: none"> <li>▪ Experience in a marketing position in an organisation or as a freelancer;</li> <li>▪ Experience in delivering marketing campaigns, activities and initiatives;</li> <li>▪ Experience in managing relationships.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience at a national level within a medium to large organisation</li> <li>▪ Experience in a relevant sector or industry e.g. education, English teaching</li> </ul>	Shortlisting AND/OR interview

### Terms of the contract

**Contract type:** Individual services provision contract, 9-month duration, 80 hours per month

**Start date:** 15-20 July

**End date:** 31 March

**Compensation:** 1700 AZN gross (inclusive tax)

The monthly rate will be paid upon submission of a monthly invoice for the previous month and act for provided services with detailed breakdown of accomplished tasks. The invoice and act will be approved by the British Council representative.

**The role is based in Baku, Azerbaijan.**

### Application process

- Deadline of submission of expression of interest is **1 July 2024**
- Shortlisted candidates will be invited to interviews **by 15 July 2024**
- The final decision will be communicated **by 20 July 2024**

**The submitted proposal should include the following documents:**

1. Cover letter reflecting your relevant expertise and experience and outlining motivation for engaging in English Language Strategy Work (maximum 500 words).
2. CV adjusted as per outlined requirements

Please send your CV and Motivation Letter to [tamara.davygora@britishcouncil.org.ua](mailto:tamara.davygora@britishcouncil.org.ua)