**Background**

The British Council has been working in Senegal and Francophone West Africa since the early 1970s and has a thriving and rich range of services, primarily in the areas of English, Education and Exams.

The teaching centre in Dakar provides English language courses to members of the public and to employees sponsored by their companies. We deliver courses in general English, business English, and conversational English on our premises. We also provide courses for children aged 12 to 17 all year round. Our corporate training services offer customised courses for organisations and companies both through direct contracts and through public sector funding platforms.

The English language teaching sector is highly competitive. Our strategy is based on quality. British Council Senegal has a very good reputation in the sector and satisfaction and quality ratings by our students averaged at 83 % for 2014-15.

**Purpose**

The consultant will build long-term relationships with companies, schools, universities and organisations and develop a detailed understanding about their need for English language training services.

The consultant will promote British Council products and services in order to meet our clients’ expectations, meet our corporate targets and contribute to our cultural relations work in Senegal.

**Responsibilities and main duties**

Promoting the British Council and its products to a wide range of clients and partners based on a thorough understanding of our product range.

Corporate clients

* Building and maintaining excellent relationships with corporate HR, training and contract managers
* Managing client care throughout their journey with us, from initial contact to contract signing and throughout training delivery
* Seeking, pursuing and following up business pursuit leads
* Working closely with the academic team to understand client needs and to customise our offer to meet these
* Drafting proposals based on client needs
* Following British Council procedures, adhering to British Council policies and keeping accurate and up-to-date records

Public customers

* Promoting British Council courses at public events (e.g. through speaking about our products and distributing marketing materials)
* Engaging in marketing actions targeted at parents, students, adults and organisations to increase course registration numbers
* Being a committed member of the marketing team providing initiative and marketing solutions

Schools, Colleges and Universities

* With the academic management team, developing partnerships with schools, parent / teacher associations, colleges and universities

**Key relationships**

Internal

* Academic Manager
* Customer Services Manager
* Projects and Business Development Co-ordinator
* Senior Teacher
* Customer Services Team
* Teaching team

External

* Prospective clients including companies, schools, universities, parent / teacher associations, professional network

**Reporting**

The consultant reports primarily to the Academic Manager but will also be required to participate in strategic and update meetings with the wider sales and marketing team within the Teaching Centre.

**Consultant Specifications**

Skills

* Customer relationship management skills
* Sales and marketing skills
* Excellent oral and written presentation skills
* IT skills, particularly in MS Word, Excel, PowerPoint and Outlook
* Proficiency in English and French – Advanced Level (C1 on the Common European Framework)

Behaviours

* Being accountable – more demanding
* Making it happen – essential
* Shaping the future - essential

Desirable Experience

Proven track record in sales and marketing

Qualifications

First degree or equivalent in a relevant discipline

**Venue(s), timing and duration of assignment**

The consultancy will be based in Dakar, Senegal, but may require occasional travel outside the city for specific meetings.

In general, the consultant will work from Monday to Thursday between 09:00 and 17:00 (including up to 1 hour for lunch). Occasional evening and weekend work will be expected in the event of networking or business opportunities.

The role will begin on 11 January 2016. The consultancy will be for a period of six months, renewable by mutual agreement.

**Reward**

Reward will primarily be performance based. The consultant will receive 300,000 FCFA per month plus sales commission agreed for each campaign.

**How to apply?**

To apply please read the full job specification and send your curriculum vitae and covering letter to [recruitment.senegal@britishcouncil.sn](mailto:recruitment.senegal@britishcouncil.sn) or deliver a hard copy to British Council Senegal, Amitié Zone B, BP 6232 Dakar, Senegal. Your application should clearly explain how your experience matches the role profile and include names and contact details of three referees.

**Closing date for applications**:  Monday, 30 November 2015.

We will not be able to consider applications received after this deadline. Due to high interest in our posts, we are only able to respond to candidates shortlisted for interview.