

Sales Operations and Data Analyst

Description

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

Working with people in over 200 countries and territories, we are on the ground in more than 100 countries. In 2021–22 we reached 650 million people.

Sales Operations and Data Analyst

Pay Band: 8

Salary: Starting £38,820 (+ £3,300 market allowance if based in London)

Contract Type: Indefinite

Location: UK; London, Manchester, Cardiff, Edinburgh, Belfast.

Spain, Poland

Role Type: Business Delivery

Requirements: Candidates must have the pre-existing (permanent) right to work in location.

Mobility / relocation / visa sponsoring support will not be provided.

Benefits include, but are not limited to:

- 32 days annual leave, in addition to public holidays
- 3 days volunteering leave
- Career average defined benefit pension scheme
- An unrivalled opportunity for you to get to use all the experience you've built up working in and / or leading global organisations to support us in building trust across the world!

Closing date: Sunday 16th June

Hiring organization

Candidate-1st

Employment Type

Full-time

Beginning of employment

asap

Job Location

Manchester, UKM, GB

Working Hours

40

Base Salary

euro GBP 38K+

Date posted

June 2, 2024

Role Purpose

This role will help develop and manage the data and reporting environment for our B2B sales and account management activity, worldwide. We are in the process of rolling out Salesforce to new teams working in these areas and this role will support these roll outs, maintain data quality standards and help create reports and dashboards, actionable data for managers to improve sales and service effectiveness and drive individual team performance. The post holder will primarily work with Salesforce CRM but also with operational data from other sources, including marketing, sales and delivery platforms.

Context

The British Council's English and Examinations Strategic Business Unit (E&E) includes a significant business client base. It is part of our SBU strategy moving forward to professionalise and develop our approach to B2B sales and account management, establish greater alignment across teams working in this space and make a significant contribution to ambitious growth targets. The British Council's English and Exams businesses offers face to face, online and blended learning and assessment solutions and our customers include companies, governments, schools, and universities.

B2B partnerships represent a significant element of our business model and winning, retaining and creating value for these partners is critical to our current and future success. Organisations work with us because they trust the quality of our products and value our expertise and ability to deliver worldwide. However, we recognise that increased competition in the market place, and evolving customer expectations require us to strengthen our sales and account management capability and take a more joined-up approach across teams.

The Global Sales Capability Programme aims to develop and implement a new operating model for E&E B2B sales and account management teams. Key elements of this model include standardisation of systems and processes, improved structure and role clarity, a more data-driven and technology-enabled approach to work and a comprehensive approach to sales enablement to support all this. Salesforce CRM is well-established as the global corporate CRM system at the British Council, principally supporting consumer enquiries, and sales of its English and Exams products. We are now using it to support B2BIG relationship and pipeline management in some areas. The postholder will work as part of the Global Sales Leadership team, working closely with our CRM team to help roll out Salesforce to all B2B teams, help develop its use to cover the whole customer journey, maintain data quality and help provide reports and insight to a range of stakeholders.

In addition to being the main link between the Salesforce/CRM global team and the Global Sales team, the CRM Data Analyst will work closely with other key posts, particularly the Regional Sales and BD Directors and Global B2B Marketing team.

Main accountabilities

Strategy and planning

- Design appropriate reporting cycles which meet stakeholder needs across a wide variety of business contexts and operational situations.
- Drive continued improvement of data collection and storage solutions, customer data models and potential data integration.
- Input into sales and delivery resource planning based on data analysis from CRM.
- Help develop and evolve our global sales and account management methodology to improve sales effectiveness and customer experience.

Operational Delivery

- Monitor Sales/BD teams' use of the CRM to ensure that they are consistently recording key actionable data and meeting data quality standards.
- Supply regular management reports on CRM data, with supporting analysis, to a range of stakeholders across the British Council.
- Provide ongoing input to the Salesforce/CRM team into relevant CRM improvements.

Service Delivery

- Develop performance dashboards that embed a consistent global approach to managing business, team, and individual performance and which empower managers to drive this at a local level.
- Monitor CRM data from across teams to identify areas of strength, weakness and emerging trends.
- Identify and make recommendations for improvements to ways of working that enhance the effectiveness and efficiency of account management, lead generation and conversion of opportunities.

Financial management

- Define, secure, and manage the resources required to deliver the expected business analyst activity.
- Input into annual business planning and targets as required.

Relationship & stakeholder management

- Work closely with the Global Sales team, and regional Sales and Account Management teams to ensure a joined-up approach to data governance and reporting.
- Work closely with the global CRM team to enhance the B2B environment, develop reporting tools and work together to manage an ongoing CRM plan to respond to new opportunities and challenges.
- Work with Marketing teams to ensure there are joined-up data journeys across systems, people, and product groups.
- Represent the British Council and work closely with external providers and partners to ensure the role adheres to industry standards.
- Develop peer/personal networks within and outside the British council to enhance own knowledge and expertise.

Role specific skills

- Data analysis
- Customer and stakeholder management
- Task management

Role specific knowledge and experience

- Expert skills in Excel for modelling and scenario planning.
- Experience in managing a wide variety of data.
- Experience of using query, scripting, and statistical languages and IT to manipulate and information.
- Experience of Salesforce CRM or equivalent CRM system.
- Sales experience in large sectors (e.g. financial services, media, pharmaceuticals, tech etc).

Certification and Professional Qualifications

Bachelor's degree in statistics, economics business administration, finance or a closely related field or equivalent skills/experience

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A connected and trusted UK in a more connected and trusted world.

Equality , Diversity, and Inclusion (EDI) Statement

The British Council is committed to policies and practices of equality, diversity and inclusion across everything we do. We support all staff to make sure their behaviour is consistent with this commitment. We want to address under representation and encourage applicants from under-represented groups, in particular, but not exclusively, on grounds of ethnicity and disability. All disabled applicants who meet the essential criteria are guaranteed an interview and we have Disability Confident Employer Status. We welcome discussions about specific requirements or adjustments to enable participation and engagement in our work and activities.

The British Council is committed to safeguarding children, young people and adults who we work with.

We believe that all children and adults everywhere in the world deserve to live in safe environments and have the right to be protected from all forms of abuse, maltreatment and exploitation as set out in article 19, UNCRC (United Nations Convention on the Rights of the Child) 1989.

Appointment to positions where there is direct involvement with vulnerable groups will be dependent on thorough checks being completed; these will include qualification checks, reference checks, identity & criminal record checks in line with legal requirements and with the British Council's Safeguarding policies for Adults and Children.

If you have any problems with your application please email askhr@britishcouncil.org

Please note: Applications to this role can only be considered when made through the Apply section of our careers website. Our 'ASK HR' email is only to be used in case of a technical issue encountered when applying through the careers website. Emails with supporting statements and CV/Resumes sent to this email address will not be reviewed and will be deleted.

How the process will look like

Your teammates will gather all requirements within our organization. Then, once priority has been discussed, you will decide as a team on the best solutions and architecture to meet these needs. In continuous increments and continuous communication between the team and stakeholders, you're part of making data play an even more important (and understood) part withing Brand New Day.

Job Benefits

GBP 38K+