

## Annex 1 - Scope of work

### Task list of Exams Marketing Executive

No	Duties
1	<p><b>To support Examination team in implement marketing campaigns, events and activities</b></p> <p><b>Events and venue branding:</b></p> <ul style="list-style-type: none"> <li>• Implement always-on events and activities to promote IELTS and other English assessments with the British Council. Key tasks include arranging logistics, coordinating with stakeholders for event preparation, managing pre- and post-event communications with registrants and participants, overseeing on-site event operations, handling administrative paperwork before, during, and after events, and producing post-event reports</li> <li>• Liaise with internal and external stakeholders to prepare and set up British Council test venues in line with brand guidelines.</li> </ul> <p><b>Promotional campaigns:</b></p> <ul style="list-style-type: none"> <li>• Support in closely monitor the progress of promotional campaigns and deliver promotional items for both B2C and B2B2C recipients</li> <li>• Manage POSM inventory and stock items</li> <li>• Conduct campaign reporting.</li> </ul>
2	<p><b>To support website management and content development</b></p> <ul style="list-style-type: none"> <li>• Support content development and management on British Council Exams communication channels (Website, Facebook, E-newsletter) and external media channels (PR, KOL/KOC, Social outreach)</li> <li>• Work with internal and external stakeholders to prepare, proofread, and deliver approved content on our owned channels</li> <li>• Translate global and regional content on websites and social media channels</li> </ul>
3	<p><b>Market research &amp; competitor tracking</b></p> <ul style="list-style-type: none"> <li>• Conduct internal reports by analysing the exam database</li> <li>• Support in collecting surveys and contact customers to participate in the focus group discussions if required</li> <li>• Monitor competitors' movement and update the regular tracker</li> <li>• Conduct other ad hoc market research activities if required.</li> </ul>
4	<p><b>Financial administration tasks</b></p> <ul style="list-style-type: none"> <li>• Support in preparing contracts and collecting supporting documents for PR/PO creation and payment as per finance request</li> <li>• Work closely with stakeholders including Processing Hub and Finance team to process payment for vendors and supporters.</li> </ul>