

Role Title

Ref no- 18/01/253

Development Communications Specialist, Libraries Unlimited

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Consultancy Contract	7	Dhaka	Till 31 December, 2020	Programme Director

Role purpose

To tell the story of the British Council’s work in Bangladesh with Libraries Unlimited to its intended audiences using the most effective and impactful approaches and platforms

About us

The British Council is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

Geopolitical/SBU/Function overview:

The British Council, in full partnership with the Government of Bangladesh, has implemented a nationwide project titled *Libraries Unlimited*, with an aim to develop the Library sector in Bangladesh. The project is funded by the Bill & Melinda Gates Foundation.

Libraries Unlimited addresses the urgent need in Bangladesh for greater access to information for all citizens. In particular, there is a lack of access to basic information for self-improvement to health, literacy, education, housing and government services. Additionally citizens have little access to information to improve their livelihood options and professional growth in terms of skills for employability, business opportunities and entrepreneurship. Communities lack designated spaces that provide opportunities to participate in collective educational and cultural activities

To address this challenge, *Libraries Unlimited* will improve access to information and knowledge in Bangladesh. The programme has been designed based on the findings of the Library Landscape Assessment in Bangladesh (LLAB) published in June 2015 (the research report can be found here: <http://www.britishcouncil.org.bd/en/library-landscape-assessment-bangladesh>). Libraries will help millions of people in Bangladesh learn their way out of poverty. To achieve this, the current library structure needs to go through a radical process of transformation, upgrading infrastructure, services and resources to meet the needs of 21st century societies.

The intervention proposed through *Libraries Unlimited* will trigger and help sustain this process of transformation. Working with the Government of Bangladesh, through the Ministry of Cultural Affairs and the Department of Public Libraries, the three core areas of action are:

- Creating, through policy dialogues, advocacy and outreach to key stakeholders, a momentum to support the process of modernisation of libraries in Bangladesh in order to meet the needs of the information poor
- Developing a number of model libraries in partnership with the Government of Bangladesh and NGO stakeholders, including improvement of infrastructure and technological upgrade
- An extensive nationwide training programme for government officials and library staff

Main opportunities/challenges for this role:

- Working within the British Council's Communications Strategy, developing content and messages for high visibility campaigns
- Working in collaboration with GoB to create opportunities for public engagement
- Communicate Libraries Unlimited project globally
- Working nationally in an exciting transformational project aimed at improving the opportunities for the people of Bangladesh

Main Accountabilities:

Accountabilities, responsibilities and main duties

- The post holder will work closely with project leaders to identify relevant communication tools to raise profile in terms of audience engagement and project delivery, designing and implementing a cohesive communications strategy that supports the Libraries Unlimited programme and showcases the work of the programme and the British Council in the most effective manner linked to the platform being used.
- Design and manage audience engagement plans and communication campaigns
- Develop with project leaders, and Programme Manager a coherent stakeholder/audience engagement strategy which aligns with the advocacy objectives of the programme and follows British Council communications policies and standards
- Develop a suite of content, both written and audio-visual that is of high-quality, relevant and interesting to a variety of external and internal audiences, for multiple online and offline channels. Develop and review online and offline content produced by other teams. Supervise copy-writing, proof reading, translation and content editing tasks.
- Identify new opportunities to enhance corporate communications working with the marcomms team to develop high visibility campaigns leading through impactful stories, thought leadership pieces and high profile events from our portfolio.
- Identify and nurture key media relations and opportunities for public engagement to raise corporate profile and reputation. Support teams to develop and deliver mass media plans. Produce corporate press statements and press FAQs and guide staff on media interviews.
- Lead effective day-to-day communication with identified internal and/or external partners to communicate delivery progress and to ensure smooth project delivery
- Plan and review internal communications content, promote blogs, best practice and impact stories on various platforms – South Asia intranet, corporate bulletin, global event grids and marketing and communications network.

- Draft and review corporate messages and public speeches for the Programme, and thematic communications briefs for target audiences.
- Financial Management & Planning of Communications Budget
- Enhance partnership and programme work by ensuring the British Council builds and maintaining strong networks of relevant media contacts across the country
- Develop relations with external vendors and agencies and supervise production, design, and branding of communications on corporate items. Manage, alongside the marketing manager, the production of communication collaterals liaising with project leaders.
- Liaise with British Council global and regional communications teams, brand team; digital and social media team to get advice, guidance and support as and when needed. Ensure all internal and external communications are according to British Council brand and corporate identity standards.

Additional Note:

- The job may require frequent travel across Bangladesh and some occasional business trips internationally. It will also involve occasional weekend and evening work. Such requirements will be managed and compensated within British Council HR policies.
- The post holder will understand and make decisions which are affected by our Equality Diversity and Inclusion policy. Additionally s/he will exploit the opportunities brought by diversity and build them into all planning.
- The post holder will understand the importance of child protection and ensure that policies and processes are in place to offer maximum protection of young people at all relevant events and venues and ensure compliance with BC Child Protection policies.

Key Relationships:

Internal

- Country Directorate
- Programme Manager
- Component Leads
- Country Marketing and Communications Team
- Regional Marketing and Communications Team
- Global Brand, Marketing, Communications, and Digital Team

External

- Marketing and Communications partners, agencies, suppliers and consultants
- Mass media organisations and journalists
- Key stakeholders in the Government of Bangladesh

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Bangladeshi passport holder or legally entitled to work in Bangladesh	Shortlisting
Direct contact or managing staff working	No	N/a

with children?		
Person Specification:		Assessment stage
Language requirements (DELETE IF NOT APPROPRIATE)		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
IELTS at Level 7		Shortlisting
Qualifications		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Graduate degree in marketing/communications/media and journalism, development studies or equivalent work experience	<p><i>Professional qualification in digital communications or digital media.</i></p> <p><i>Training/qualification in communications for development or behaviour change communications.</i></p>	Shortlisting
Role Specific Knowledge & Experience		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<p>Proven track record of developing and delivering successful communications campaigns that resulted in increased awareness of the target audience and raised the brand profile.</p> <p>Experience of reporting on reach and impact through offline and online channels.</p> <p>Strong evidence of media relations.</p> <p>Prior public awareness campaigns</p> <p>Ability to work in a way that promotes the safety and wellbeing of children</p> <p>Experience of financial planning in project delivery/design</p>	<p>Exceptional attention to detail, ability to work quickly and independently, prioritise, meet strict deadlines, and be flexible.</p> <p>Excellent knowledge of social media platforms as well as Google for Work Suite Applications</p> <p>Have a passion for digital and mobile technology and be on top of industry trends, developments and best practices.</p> <p>Awareness of the public library landscape within Bangladesh and of best practice elsewhere</p>	Shortlisting and/or interview
Role Specific Skills		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<p>Proven track record of skills in these areas: corporate communications, brand communications, communications for development, behaviour change communications, media planning, etc.</p> <p>Strong strategic and planning skills for communications, public relations and campaigns.</p>	Project Management	Shortlisting and/or Interview

<p>Strong writing and content creation skills with evidence of creativity and innovation to deliver strategic campaigns.</p> <p>Co-ordinate resources not under role holder's direct control</p>		
British Council Core Skills	Assessment Stage	
<p>Managing People (level 3): Provides full line management to a team where all members are working in a similar area of expertise or business. Scope includes planning, setting objectives, role modeling an inclusive culture, recruitment, and development and performance management.</p> <p>Planning and Organising (level 3): Develops and reviews the implementation of annual plans for a work group or function, taking account of business and customer requirements and reconciling competing demands.</p> <p>Using technology (level 2): Identifies where new or improved technology could benefit business efficiency, the customer experience or market opportunities and makes evidence-based recommendations.</p> <p>Communicating and influencing (level 3): Able to use a range of non-standard and creative approaches to inform, and persuade others, extending beyond logical argument to influence decisions and actions in a way which is inclusive and engaging.</p> <p>Analysing data and problems (level 2): Reviews available data and identifies cause and effect, and then chooses the best solution from a range of known alternatives.</p> <p>Managing projects (level 2): Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p>Managing Accounts and partnership (level 2): Communicates regularly with diverse stakeholders, customers and/or partners to build mutual understanding and trust.</p>	<p><i>Shortlisting and/or Interview</i></p>	
British Council Behaviours	Assessment Stage	
<p>Behaviors assessed during interview stage of recruitment process:</p> <p>Connecting with others – most demanding level: Building trust and understanding with people who have very different views</p> <p>Working together – more demanding level: Ensuring that others benefit as well as me</p> <p>Creating shared purpose – more demanding level Creating energy and clarity so that people want to work purposefully</p>	<p><i>Shortlisting and/or Interview</i></p>	

together

Behaviors not assessed during recruitment process

Making it happen – most demanding level:

Achieving stretching results when faced by change, uncertainty or major obstacles

Being accountable – more demanding level:

Putting the needs of the team or British Council ahead of my own

Shaping the future – more demanding level:

Exploring ways in which we can add more value

Prepared by:

Kirsty Crawford, Programme Director

Date:

17/04/2018

“The British Council believes that all children have potential and that every child matters - everywhere in the world. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC, 1989”

“The British Council is committed to a policy of equal opportunity. Our policy aims to ensure that no job applicant or employee receives less favourable treatment on the grounds of gender, age, disability, ethnicity, religion or marital status. We guarantee an interview to disabled candidates who meet the essential criteria”