

Role Title

Communications Manager, Australia

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Policy, Advisory and Expertise	7/F	Sydney	Indefinite	Regional Head of Communication

Role purpose

The purpose of this role is to oversee the development and execution of communications strategy (internal & external) within the country. The Communications Manager will be responsible for internal and change communications; external communications planning and delivery, including media, PR, and stakeholder communications within the country. The efforts of the Head of Communication will reinforce our position as a cultural relations organisation with high quality products and services that positively change lives.

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.

East Asia, with a population of around two billion people, is one of the most diverse and dynamic parts of the world and is characterized by continuing economic growth. There is a strong demand for recognised education and English language skills, and an interest in many countries in exploring how creative, open and transparent societies can lead to greater prosperity.

We have operations in high-growth developing economies of China, Indonesia, Vietnam, Thailand, Malaysia, Philippines and Burma, and the major developed economies of Japan, South Korea, Hong Kong, Singapore, Taiwan, Australia and New Zealand. Our annual turnover across these 14 markets is more than £321 million and our employee population is approximately 2600. We have 18 country offices, each headed up by a Country Director, and supported by shared functions for human resources, finance and marketing which support all businesses.

In this dynamically diversifying region and in the context of a changing Government funding environment, our challenge is to maintain and develop the UK's cultural, educational relationships and influence. Central to this is our commitment to supporting links between East Asia and the UK, and the development of strong bilateral relationships for the UK with countries in East Asia. We do this by connecting people at Government, institutional, community and individual level.

We are funded through a mix of Government grant and earned income, which enables us scale our impact and best serve our UK stakeholders and those we engage with. Our business model is to lead surplus generating business in English and our multi-million dollar Exams business, and growing self-sustaining and partnership-driven programmes in Education, Society and Arts fields. We are increasingly focused on generating maximum impact with our audiences with minimum draw on UK government funds. The balance of programmes, products and services that we offer, and the scale of businesses that we operate in each country, varies in response to the specific markets of this diverse region. Increasingly, we are working across countries and business fields, to maximise impact and the return on investment.

Priorities for our strategy in East Asia to 2020:

- We will continue to focus on **promoting English language** because it is both a key enabler of cultural relations, and a source of opportunity for our customers and stakeholders. Given our lead position in this field, we will build English language capability across the region, whether supporting learners, teachers or governments, through training, assessment and policy development. Our work in this field in East Asia is dominated by our English teaching business in 14 teaching centre operations involving 95,000 students across 11 countries, and our Exams business which operates in 16 countries delivering one million UK exams every year. Both businesses make a major contribution to our overall cultural relations impact and to securing our financial sustainability globally. Our focus will be on an ambitious strategy for diversification and growth of these businesses over the next three years.
- As part of our commitment to **create educational opportunities** between the UK and other countries we will continue to internationalise the higher education sector by supporting policy development, and building joint programmes and scientific research between the UK and the countries we work in. We will build the experience of individuals to work internationally by supporting the two-way mobility of students, young people, academics, teaching professions and scientists in higher education. This includes our significant UK government-funded programme for marketing of the UK as a study destination.
- By working with countries to grow or maintain **open, prosperous, creative and inclusive societies** we will contribute to global and regional prosperity, security and stability. We will create impact in the markets we work in through tailored programmes in the, creative, justice and enterprise sectors. Throughout our work we will engage, and provide better outcomes, for women and girls and marginalised groups. By working together with countries on global social issues, we will continue to grow and nurture an open, prosperous, creative and inclusive UK.
- **To build creative opportunities** between the UK and other countries, we will develop the skills and international experience of those working in the creative sector. We will continue to support the creative sectors of the UK and the countries we work in to work together, and we will share the best of the UK's creativity.

Function overview

Marketing at the British Council is a strategic function which drives awareness, understanding and engagement with us across our diverse audiences. We use insight, knowledge and analysis of our market and our customers to engage them with the British Council's international cultural relations mission, our products and services in the most impactful and effective way. We lead the development of our brand and use our expertise to tell inspiring stories to enhance our global reputation, build lifelong relationships, engage our staff and prove the impact of what we do.

The British Council has a substantive track record and strong profile in Australia's cultural sector, a niche position in science in higher education and an emerging business in exams and professional qualifications for global mobility. Using the embedded position in the arts and creative economy, the British Council focuses on themes of shared cultural diversity, the changing nature of the historically close UK-Australia relationship and the next generation of leadership in both countries. The strategic framework for Australia is clear and agreed for the coming three years and there is an opportunity to refine and amplify a compelling narrative for what we do and the mutual benefits this brings to Australia, to the UK and to our partners. Australia has a small highly skilled team who deliver impact through relationships, brokering and connecting, and partnerships.

Main opportunities/challenges for this role

- Developing a country communications strategy and plan, with the Country Director, which aligns with the British Council's global communications strategy, the regional communications strategy and plan, enables country strategies and goals and supports country programmes and activities.
- Leadership and management of crisis communications and media relations in country, working closely with the Country Director and the Regional Head of Communication
- Strategic oversight of the communication of the British Council's profile to internal and external stakeholders in country and management of engagement with alumni networks and other stakeholder relationship management

Main Accountabilities

Communication strategy, planning and delivery

- Develops the country communications strategy and plan and manages implementation, ensuring alignment to the global and regional communications strategy and plan, and effective impact. This will include identifying target audiences, co-creating core messages with other relevant colleagues, identifying appropriate channels, and managing the coordination, editing, and distribution of appropriate communications using relevant and agreed channels and platforms.
- Manages the development and delivery of internal and external country communications campaigns, advice and activities, ensuring that messages are consistent and support the regional and global communications strategies as part of overall Marketing strategy and plans
- Coordinates across country business leads and programme teams to ensure buy in and alignment with the Country Communication Strategy. Proactively works with business leads and programme teams to ensure a coordinated and planned approach to campaigns and generation of communication outputs

- Provides strategic oversight in communicating the British Council's profile to internal and external stakeholders in country working closely with the Country Director
- Leads and manages country media relations activities and alumni relationship engagement
- Ensures that communications in country maintains the reputation of the British Council
- Plans and co-ordinates country internal and change communications activities to improve effectiveness, audience impact and eliminate duplication to ensure employees at every level have the right information to perform their roles, and ensures appropriate feedback loops mean that staff concerns are heard
- Conducts planning with the Regional Director of Digital and Country programme business leads, and SBU Marketing leads, to maximise opportunities available through digital both in terms of programme impact and visibility while ensuring there is no double handling
- Ensures that country internal, change, media and stakeholder communications risks and issues are effectively managed and mitigated with support from the regional Head of Communications, and in consultation with the Country Director
- Ensures that communications messages are consistent, are aligned to global and regional communications strategy and support the British Council brand

Consultancy, analysis & problem-solving

- Applies advanced communications expertise to provide advice to the Country Director and country business leads and develop and deliver agreed programmes of work
- Applies analytical approaches to identify and assess current state of country communications, including programme monitoring and evaluation data, and defines opportunities for improvement, develops and implement agreed projects and initiatives, ensuring consistency with regional communications strategies, plans and approaches and global strategy where appropriate
- Develops appropriate communications initiatives and interventions to support country business needs, aligned to global and regional communications strategies, plans and approaches
- Provides advice and support to country business leads on market costs for external communication support, and expertise on managing the briefs and the relationships with external communication experts
- Presents complex information clearly, producing tailored presentations, which convincingly influence decision-makers about the case for country communications initiatives

Internal customer focus

- Builds an in-depth understanding of the country operational context, opportunities and challenges for communications
- Makes appropriate linkages to issues across the broader organisation and region, to ensure that the development of country communications projects and initiatives is based on informed business insight and joined-up thinking
- Proactively seeks internal customer and other stakeholder feedback to monitor satisfaction with the standard of communications/media relations and PR advice and business support provided, enabling improvements to be made where issued are identified.

Service improvement

- Ensures joined up planning and delivery of communications projects and initiatives across the country
- Owns and manages the country intranet, and leads the creation of digital stories

- Ensures consistent application of agreed global communications and brand standards, templates and processes
- Reviews impact and effectiveness of country communications projects and initiatives, and identifies opportunities for improvement

Functional expertise

- Provides expert advice, support and challenge on communications to internal customers and other stakeholders in country
- Develops high quality and effective country communications plans and solutions using established processes, tools and systems to ensure consistency
- Proactively pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise.

Commercial & financial management

- Using agreed corporate systems and processes, plans and manages the budget for country communications projects and initiatives
- Conducts monthly and year-end reporting on progress against plan and deliverables, budget, and management of issues and risks
- Shows an understanding of value for money/cost effectiveness in the advice, recommendations or service support provided across the remit of country communications.

Relationship & stakeholder management

- Ensures solid and beneficial relationships with marketing and communications professionals globally and within country
- Actively participates within the Marketing Community of Practice and communications networks
- Develops peer/personal networks within and outside Marketing to enhance own knowledge and expertise.
- Proactively builds and maintains excellent relationships with both internal and external stakeholders

Leadership & management

- Builds and leads a team of communications leads/executives within country
- Plans and prioritises own work activities to ensure effective delivery of diverse responsibilities and deliverables over a quarterly to annual time horizon
- Determines work plans and coordinates input from others (who may be outside the direct management line) to meet specific objectives

Key relationships

Internal

- Country Director
- Country Marketing team
- Regional Head of Communication
- Regional Marketing Director and leadership team
- Director of Communication (Centre of Excellence)
- Global communication team leads
- Country Programme Leads
- Country and cluster leads
- Country HR lead
- Marketing Community of Practice advocates and members

External

- Country media
- Suppliers
- Alumni networks
- Stakeholders including HMG country communication teams

Role requirements

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	You must have the right to live and work in the country in which the role is based.	Shortlisting
Direct contact or managing staff working with children?	No	N/a
Notes	Occasional national and international travel and unsocial/evening hours working	
Person Specification:		Assessment stage
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Relevant degree e.g. communications, journalism, marketing, or equivalent level of experience		<i>Shortlisting</i>
Role specific knowledge & experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none">▪ Considerable experience in managing communications within a large and complex organisation.▪ Demonstrable experience in providing expert advice and guidance on internal and external communications▪ Demonstrable experience in managing and mitigating internal and external communications risks and issues	<ul style="list-style-type: none">▪ Experience in a global organisation	<i>Shortlisting</i>
Role specific skills (if any)		Assessment Stage
Government Communication Service Professional Competency Framework Insight (Level 3) <ul style="list-style-type: none">• Develop measurable communication objectives to support		<i>Shortlisting AND Interview</i>

the delivery of policy/business priorities

- Ensures strategies take into account the recommendations and lessons learnt from evaluations of previous campaigns
- Review communication and media plans to ensure activities reflect policy developments and the emerging news agenda
- Develop a strong understanding of different internal audiences. Use this knowledge to ensure the tone language and format of internal communication is easily accessible to and read by a range of staff groups

Ideas (Level 3)

- Design integrated communication strategies and examine them with existing plans
- Initiate and lead the development of both reactive and proactive, integrated media campaigns that build on insight and tracking data.
- Develop innovative digital communication strategies; Draw on knowledge of emerging trends in digital services and social media and apply this knowledge when developing content and channels.
- Draw on audience insight to develop innovative internal communication strategies, selecting the most appropriate channel mix and ensuring content is both topical and timely.

Implementation (Level 3)

- Demonstrate strong written communication skills. Provide advice and guidance to colleagues on writing clearly for target audiences
- Demonstrate strong editing skills to ensure quality and timely press releases, rebuttals and lines to take in response to developing stories
- Provide support and clarification to managers to ensure they are confident in delivering key messages and to strengthen the internal communication cascade

Impact (Level 3)

- Analyse evidence to assess effectiveness of communication and identify lessons learned
- Analyse media monitoring results to assess the effectiveness of media strategies and inform future proactive and reactive media campaigns
- Assess the effectiveness of digital communications. Use the results of user feedback, tests/pilots and effectiveness indicators to improve digital communication and the user experience
- Assess the effectiveness of internal communication at Country level and act on staff feedback to ensure that communication is timely, relevant and meets the needs of the business and internal country audiences

British Council Core Skills	Assessment Stage
<p>Communicating and influencing (level 4) Uses influencing techniques Uses formal and informal negotiating and motivation techniques to influence others' behaviour and persuade them to think and act differently, while respecting difference of view and culture.</p> <p>Managing Project (level 3) Leads smaller projects Analyses requirements with the sponsor/stakeholders, defining the specification with awareness of equality and diversity impact, planning, revising, implementing and evaluating on small-to-medium scale and/or low risk projects.</p> <p>Planning and Organising (level 3) Develops annual plans 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>Analysing data and problems (level 3) Analyses patterns Seeks out and examines a range of information to identify patterns, trends and options, to solve multifaceted and complex problems.</p> <p>Managing risks (Level 2) - Supports a risk management culture: Has track record of identifying and highlighting risks and suggesting mitigating actions.</p>	<p><i>Shortlisting AND Interview</i></p>
British Council Behaviours	Assessment Stage
<p>Creating shared purpose (most demanding) Inspiring others to want to take a specific role as part of a shared purpose</p> <p>Connecting with others (more demanding level) Actively appreciating the needs and concerns of myself and others</p> <p>Working together (most demanding) Creating the environment in which others who have different aims can work together</p> <p>Making it happen (more demanding level) Challenging myself and others to deliver and measure better results</p>	<p><i>Interview</i></p>
Prepared by	Date
	June 2018