

Role Title

Ref no- 18/05/254

Component Lead, Advocacy and Stakeholder Engagement – Libraries Unlimited

Role Information

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

Role purpose

The post holder will be required to advocate for and on behalf of the *Libraries Unlimited* programme in Bangladesh, leading on the shaping and strengthening of the programme’s Stakeholder Engagement, particularly with the relevant ministries and departments of the Government of Bangladesh, as well as securing partnerships to ensure the future sustainability of the library service.

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 modernization 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 nationally and globally in an exciting transformational project aimed at improving opportunities for the people of Bangladesh
- Building partnerships and coordinating work with the Government of Bangladesh, various ministries, NGO's and other libraries in Bangladesh and beyond to maximise the chance of securing advocacy wins
- Securing partnerships and maintaining relationships to ensure the future sustainability of the library service in Bangladesh
- Lead advocacy efforts on specific advocacy priorities, representing LU to high profile policymakers, practitioners, working groups, academic partners, the media and the public.

Main Accountabilities:

Building on the priority actions identified in the Library Landscape Assessment of Bangladesh (LLAB) the post holder will be responsible for advocating for and on behalf of the *Libraries Unlimited* programme, and ensuring Library associations of the country take an active position in providing advocacy, leadership and all kind of support to the government, the NGOs, donors and other stakeholders for overall development of the library sector. Accountable to the Project Director, and responsible for:

1. Strategy

- Design, plan and implement an advocacy strategy.
- Develop strategic plans and lead implementation of advocacy objectives.
- Working with the project lead for monitoring and evaluation on the monitoring implementation of the strategic objectives and update and improve where necessary.

2. Outreach & Stakeholder Management

Contribute to the identification and relationship management of a network of government high officials from Department of Public Libraries, private sector players, ICT and Education / Library professionals, other relevant government officials from the ministry, academics and representatives from donor and civil society organisations. This will include:

- Stakeholder and partnership management is planned and managed using appropriate tools and processes (stakeholder mapping).
- Develop and utilise advocacy channels for the programme to achieve relevant advocacy objectives.
- Build partnerships and coordinate work with the Government of Bangladesh, various ministries, NGO's and other libraries in Bangladesh and beyond to maximise the chance of securing advocacy wins.
- Develop and maintain clear lines of communication with advocates and key stakeholders and use this to inform our work.
- Develop policy positions and other useful resources in relation to the advocacy objectives.
- To collect information and compile narrative reports on work undertaken to donors;
- Secure partnerships to enable the sustainability of the library service going forward.

3. Finance, contract and risk management

- Ensuring sound financial management and planning aspect of the component, working with the Finance Manager to oversee internal and external reporting, budget management, regular forecasting and meeting the entire British Council standard.
- Ensuring all contractual and financial requirements are met, co-ordinating/inputting on client reporting, ensuring inputs from the project team are timely, quality assured and submission deadlines met.
- Leading on internal planning and reporting including; risk and issue management, impact reporting and ensuring regional management information requests are met.

4. Communication

Working with the Communications Manager to:

- Undertake media outreach to support our advocacy strategy;
- Maintain a vibrant online presence, generating social media and website content;
- Implement relevant areas of the media strategy, to achieve advocacy objectives

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

- *Director British Council Bangladesh*
- *Deputy Director British Council Bangladesh*
- *Head of Business Support Partners British Council Bangladesh*
- *Library Manager British Council Bangladesh*
- *Heads of Strategic Business Units of British Council Bangladesh*

External

- Key Stakeholders across the Government of Bangladesh
- Key stakeholders in I/NGO's
- Media Organisations

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 with children?	No	N/A
Person Specification:		Assessment stage
Language requirements (DELETE IF NOT APPROPRIATE)		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
▪ IELTS at Proficiency Level 7		Shortlisting
Qualifications		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
▪ Degree in any discipline	Marketing Qualification	Shortlisting
Role Specific Knowledge & Experience		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Proven leadership and organisational management experience at a senior level	Proven ability to present effectively in public, in meetings with internal and external stakeholders and host high-profile events	Shortlisting and/or interview
Role Specific Skills		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Proven track record of skills in: corporate communications, communications for development, behaviour change communications. Strong strategic and planning skills for communications, public relations and campaigns.	Knowledge and understanding about current trends in Public Library sector in Bangladesh.	Shortlisting and/or Interview

British Council Core Skills	Assessment Stage
<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>COMMUNICATING & INFLUENCING (Level 5: Influences at the highest level) Influences and manages relationships at the highest levels to build mutual understanding, shapes perceptions of the British Council and creates positive change over the medium term.</p> <p>MANAGING FINANCE AND RESOURCES (Level 3: Supports budget management) Monitors and controls an agreed budget within a defined area, producing reports and analyses and contributing to planning.</p> <p>MANAGING ACCOUNTS AND PARTNERSHIPS (Level 4: Plans and leads on accounts and partnerships) Develops and leads on the delivery of account management and development plans across a range of stakeholders/ customers/ partners to deliver medium term business and/or reputational gains for both parties</p> <p>MANAGING PEOPLE (Level 2: Supervises a small team) Supervises a small team of people doing similar jobs to deliver short term tasks to agreed quality and time standards.</p>	<p>Shortlisting and/or Interview</p>
British Council Behaviours	Assessment Stage
<p>Behaviours assessed during interview stage of recruitment process:</p> <ol style="list-style-type: none"> 1. Making It Happen – most demanding (achieving stretching results when faced by change, uncertainty or major obstacles) 2. Connecting With Others – more demanding (actively appreciating the needs and concerns of myself and others) 3. Working Together – more demanding (ensuring that others benefit as well as me) <p>Behaviours not assessed during recruitment process</p> <ol style="list-style-type: none"> 4. Being Accountable – more demanding (putting the needs of the team or British Council ahead of my own) 5. Creating Shared Purpose - more demanding (creating energy and clarity so that people want to work purposefully together) 6. Shaping The Future – more demanding (exploring ways in which we can add more value) 	<p>Shortlisting and/or Interview</p>
Prepared by:	Date:
<p>Kirsty Crawford Programme Director</p>	<p>15 March 2018</p>

“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”