

Role Title

Marketing Manager Architecture Design Fashion

Role Information

| Role Type | Pay Band | Location | Duration | Reports to: |
|-----------|----------|----------|---------------------|----------------------------------|
| Marketing | PB7 | London | Indefinite contract | Lead Campaigns Marketing Manager |

Role purpose

The overall purpose of this role is to plan and deliver high quality, engaging marketing activity for the Architecture Design Fashion programme, sharing the impact of our work, raising the profile of the British Council, and helping to reach new audiences.

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.

Function overview:

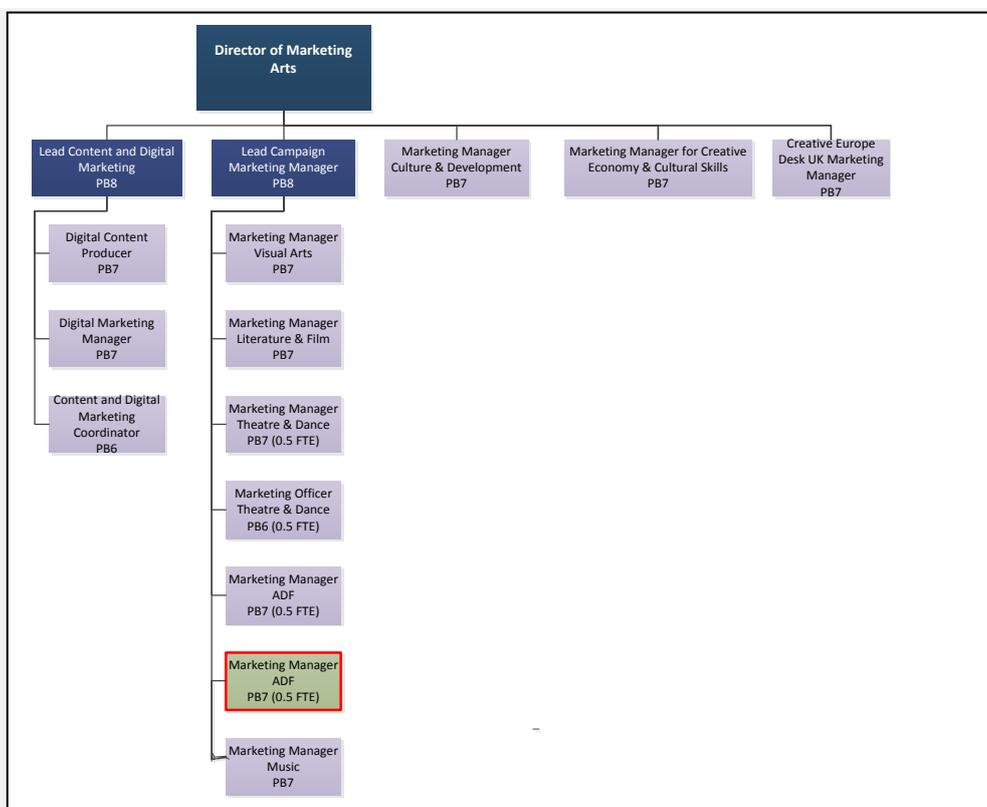
Marketing at the British Council is a strategic function which drives awareness, understanding and engagement with us across our diverse audiences. We use insight, knowledge and analysis of our market and our audiences to engage them with the British Council's international cultural relations mission, our projects and programmes 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.

Arts is a cornerstone of the British Council's mission. We find new ways of connecting with and understanding each other through the arts, to develop stronger creative sectors around the world that are better connected with the UK. We believe arts and culture are vital to prosperous, secure societies, and that offering international cultural connections and experiences strengthens their resilience

Main opportunities/challenges for this role:

- Produce and implement a marketing plan for the Architecture Design Fashion programme, across all channels, including print, website, email, and social media.
- Contribute to and implement a messaging framework, linked to our vision for Arts and corporate aims, to ensure that Architecture Design Fashion is able to communicate the impact and importance of its work consistently, working together with the Centre of Excellence to ensure alignment to wider corporate messages and adherence to the British Council brand
- Identify opportunities for content development, particularly working with the Content and Digital Marketing team (Arts) to support the commissioning of digital work
- Ensure the successful impact and effectiveness of Architecture Design Fashion marketing through evidence and evaluation and make recommendations for audience development based on key audience insights.
- Build relationships with colleagues in Arts and the global network to maximise reach of our marketing activity.
- Maintain expertise and knowledge of UK Architecture Design Fashion sector to inform our communications, build relationships with key stakeholders, influencers and identify opportunities.

Organogram



Main Accountabilities:

Campaign Marketing

- Produces and implements a marketing plan for the Architecture Design Fashion programme, across all platforms and channels, including print, website, email, and social media.
- Maintains editorial overview of the Architecture Design Fashion website and social media channels, ensuring that content is up to date and that messaging about our work is consistent and strategically aligned.
- Acts as liaison with the web agency to provide insight into the ongoing management and development of the platform.

- In consultation with the Content and Digital team (Arts), develops and commissions engaging content for our platforms and channels, including blogs, podcasts and video.
- Creates email newsletters about the Architecture Design Fashion programme.
- Utilises and helps develop a standardised set of campaign planning, monitoring and evaluation documents and frameworks for Arts.
- Ensures the British Council Arts brand is used consistently, particularly on partner platforms and channels.
- Identifies opportunities to create greater impact for the Architecture Design Fashion programme by contributing to cross-Arts communications and publications
- Ensures that Architecture Design Fashion marketing campaigns are aligned with digital content, press and internal communications to maximise impact.

Sector / subject expertise

- Develops high quality and effective plans and solutions using marketing expertise and provides expert advice, support and challenge on Architecture Design Fashion marketing to internal and external stakeholders
- Keeps abreast of the latest developments and trends in content and digital marketing, and in the wider Arts sector
- Proactively pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise.
- Actively builds professional networks and information channels that maintain an excellent understanding of relevant developments, stakeholders and opinion formers in the Architecture Design Fashion sector (in both the UK and internationally), to support the creation of high quality content for social media platforms and websites and the development of digital project and programme proposals
- Provides proactive advice and support to colleagues, particularly overseas, to ensure locally Architecture Design Fashion developed and/or implemented projects and programmes have marketing and communications embedded within planning.

Consultancy, analysis & problem-solving

- Applies advanced expertise to develop and enhance marketing across the Architecture Design Fashion programme
- Ensures the successful impact and effectiveness of Architecture Design Fashion marketing activity through evidence and evaluation and make recommendations for improvement based on key audience insights.
- Identifies opportunities for knowledge sharing of results and best practice from Architecture Design Fashion
- Contributes to the analysis of existing and potential audiences to better inform the Arts marketing strategy and the wider global Arts portfolio.
- Benchmarks content and digital marketing performance against industry comparators.
- Distils complex concepts and analysis into cogent and persuasive presentations, which convincingly influence decision-makers about the case for significant changes to policy, practice or approach

Commercial & financial management

- Using agreed corporate systems and processes, plans and manages the budget for Architecture Design Fashion marketing
- Conducts monthly and year-end reporting on progress against plan and deliverables, budget, and management of issues and risks
- Actively applies learning from this process to improve financial planning, management and performance within their area

Relationship & stakeholder management

- Ensures marketing strategy is aligned with the overarching Arts strategy and with the priorities of Architecture Design Fashion.
- Develops good working relationships with appropriate colleagues throughout the British Council and in Marketing to know who to engage with to enable effective implementation of procedural changes and improvements
- Proactively participates in the British Council's internal Marketing Community of Practice to

ensure best practice is shared throughout the organisation

- Builds a network of external suppliers/providers/contacts to support effective service provision and knowledge exchange.
- Builds good relationships with colleagues in the overseas network to ensure profile is given to key projects within Architecture Design Fashion.

Leadership & management

- 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
- Shares intelligence and ideas to support senior managers in identifying/ developing new ways in which Marketing could positively impact upon the British Council's operational efficiency and effectiveness

Key Relationships:

Internal

- Arts Marketing team, particularly Lead Campaigns Marketing Manager
- Arts Managers and staff, including across the global network
- Community of Practice advocates and members
- All staff within the marketing function

External

- Partner organisations
- Suppliers

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. | <i>Shortlisting</i> |
| Direct contact or managing staff working with children? | No | <i>N/a</i> |
| 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> |
| Degree in marketing (or a professional marketing qualification) or demonstrable 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"> ▪ Experience in managing marketing for a Architecture Design Fashion institution or similar ▪ Demonstrable experience of commissioning design, brand management and managing print production ▪ Experience of digital marketing, including email, social and content commissioning ▪ Adept at copywriting with experience of communicating with audiences across a variety of channels ▪ Experience of planning and evaluating marketing campaigns, including effectiveness of paid advertising ▪ Ability to manage multiple workstreams and stakeholders | <ul style="list-style-type: none"> ▪ Experience in a global or other large, complex organisation ▪ Experience of managing website content and familiarity with a CMS | <i>Shortlisting</i> |
|--|--|---------------------|
| Role Specific Skills (if any) | Assessment Stage | |
| <p>CIM Marketing Competencies</p> <p>Insights (Level 4)</p> <ul style="list-style-type: none"> • Analyses information for insights Analyses and presents information to generate insights that assist in the achievement of marketing goals <p>Monitoring and measuring effectiveness (Level 4)</p> <ul style="list-style-type: none"> • Uses analytics to explain the success or failure of marketing activities Evaluates activities and recommends improvements using measurement data and analytics <p>Partnership marketing (Level 3)</p> <ul style="list-style-type: none"> • Develops channel to market/partnership marketing plans Develops channel/partnership marketing plans to meet customer needs and achieve business goals <p>Integrated marketing communications (level 4)</p> <ul style="list-style-type: none"> • Develops integrated marketing communications Creates integrated marketing communications plans using both physical and digital tools | <i>Shortlisting AND Interview</i> | |
| 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' behavior and persuade them to think and act differently, while respecting difference of view and culture.</p> <p>Planning and organizing (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,</p> | <i>Shortlisting AND Interview</i> | |

trends and options, to solve multifaceted and complex problems.

Managing risk (level 2). Supports a risk management culture

Has track record of identifying and highlighting risks and suggesting mitigating actions.

British Council Behaviours

Assessment Stage

Creating shared purpose (more demanding):

Creating energy and clarity so that people want to work purposefully together

Connecting with others (more demanding): Actively appreciating the needs and concerns of myself and others.

Shaping the future (more demanding):

Exploring ways in which we can add more value

Making it happen (most demanding):

Inspiring others to want to take a specific role as part of a shared purpose

Interview

Prepared by:

Date:

Ryan Nelson

July 2018